

Pratt

Student Work Bolted Book Self Promo Project

Students explore the structure and purpose of the Depero Futurista, the “Bolted Book” as it relates to self promotion, design, typography, and concept.

The Bolted Book (Depero Futurista)

by Fortunato Depero, Italian Futurist artist/designer 1892-1960

“The art of the future will be largely advertising.” Fortunato Depero.

The Bolted Book was a ground breaking typographic experiment and bold exploration in nearly every art and design medium.

The Book was a portfolio, business card, and portable museum (when the bolts were removed, the pages could be pinned up on a wall, exhibition style).

Depero urged artists to market themselves to potential clients.

In a way it could be looked upon as the first internet portfolio of it’s day.

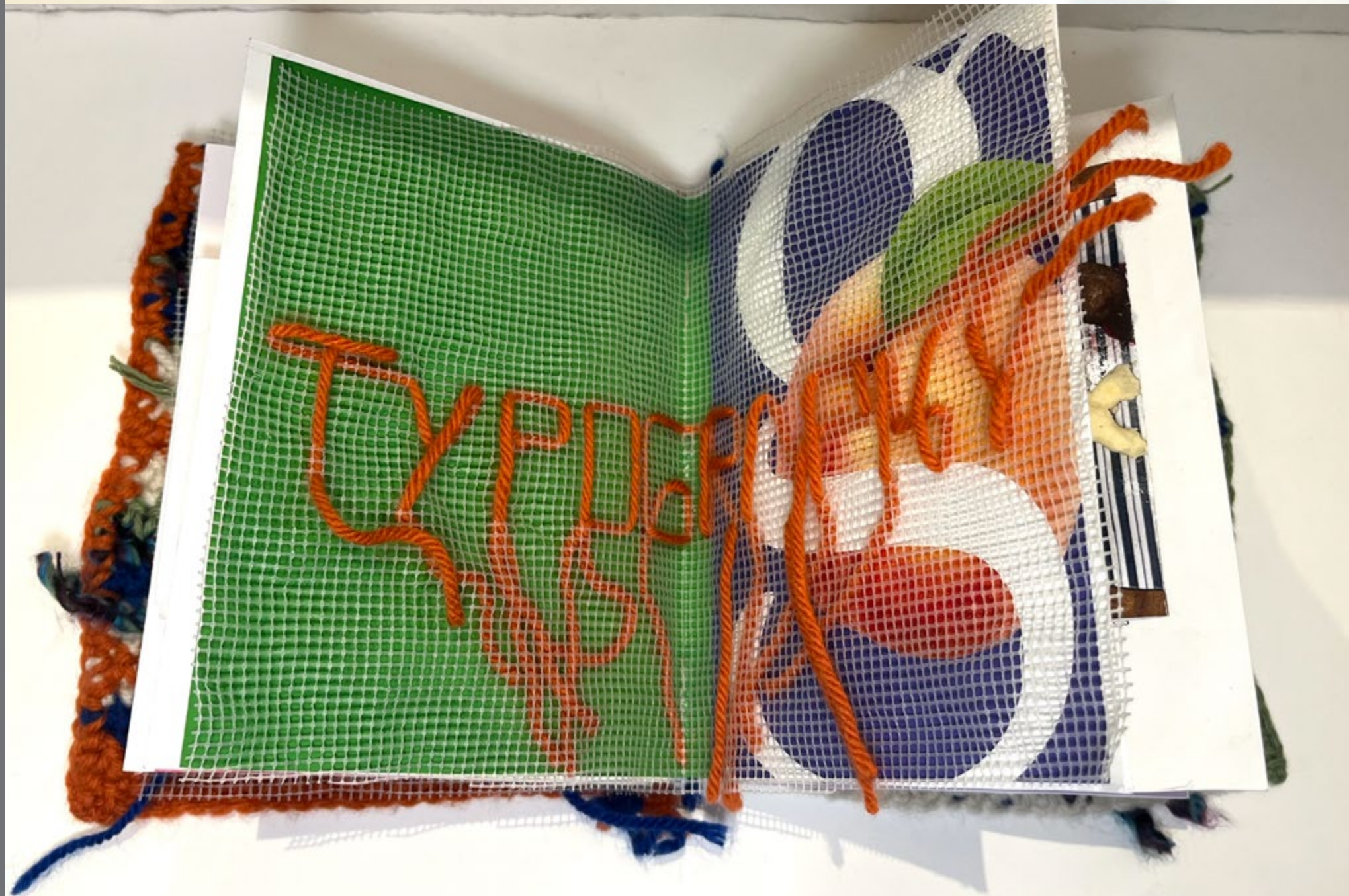
Depero made little distinction between art, commercial advertising, self-promotion.

The Bolted Book is a visual tour de force filled with groundbreaking typographic experiments and bold explorations in nearly every art and design medium, including advertising and the form of the book itself.

Depero was “revolutionary,” because he engaged in every one of those genres, he did not differentiate between “major”/ “minor” arts, putting all on the same level.

Depero scholar Maurizio Scudiero calls him a “multitasking” artist. “This is almost ‘normal’ today,” he says, “but was an outstanding position in the 1920s.







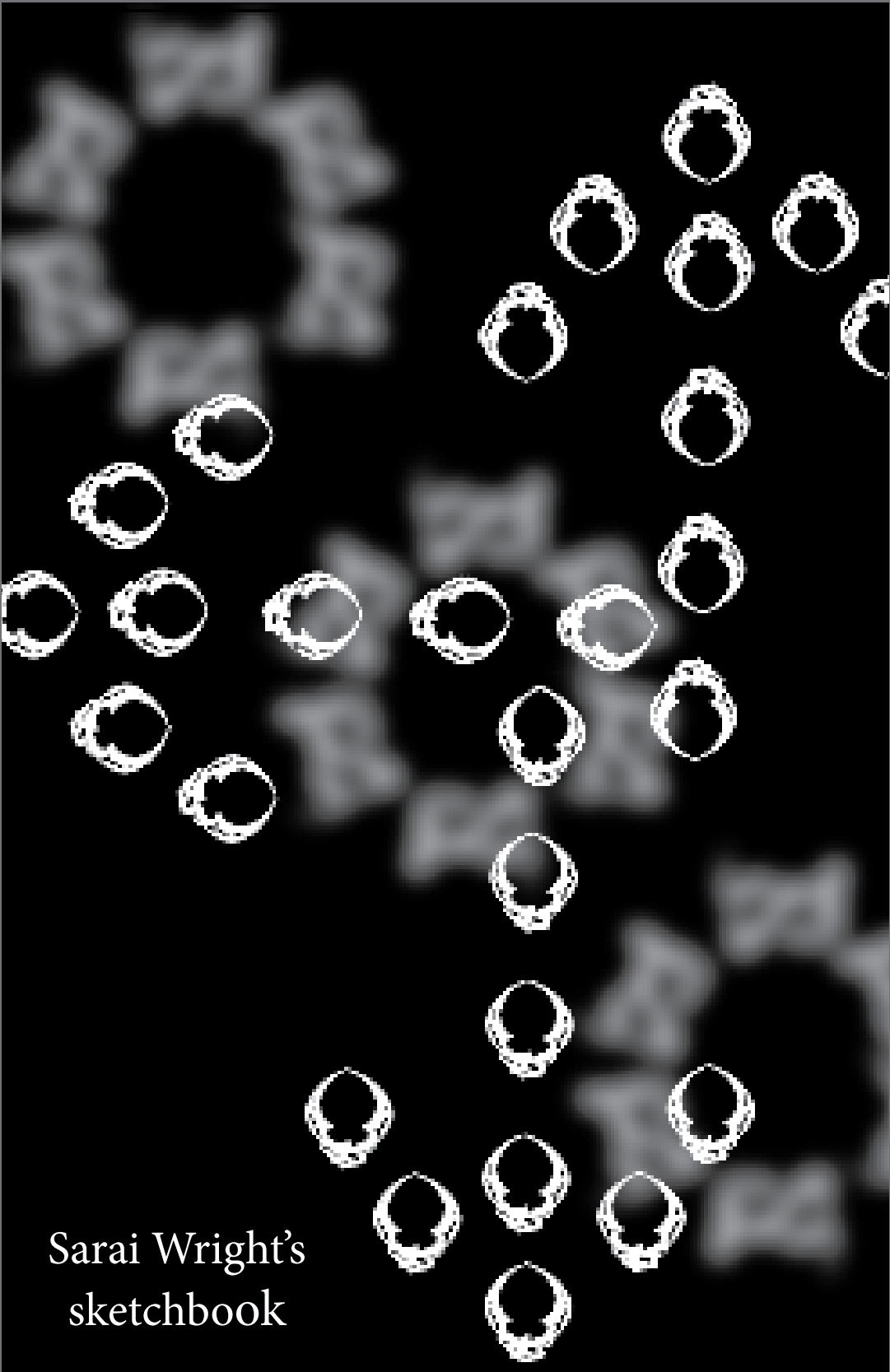








The hand that does it all



Sarai Wright's sketchbook

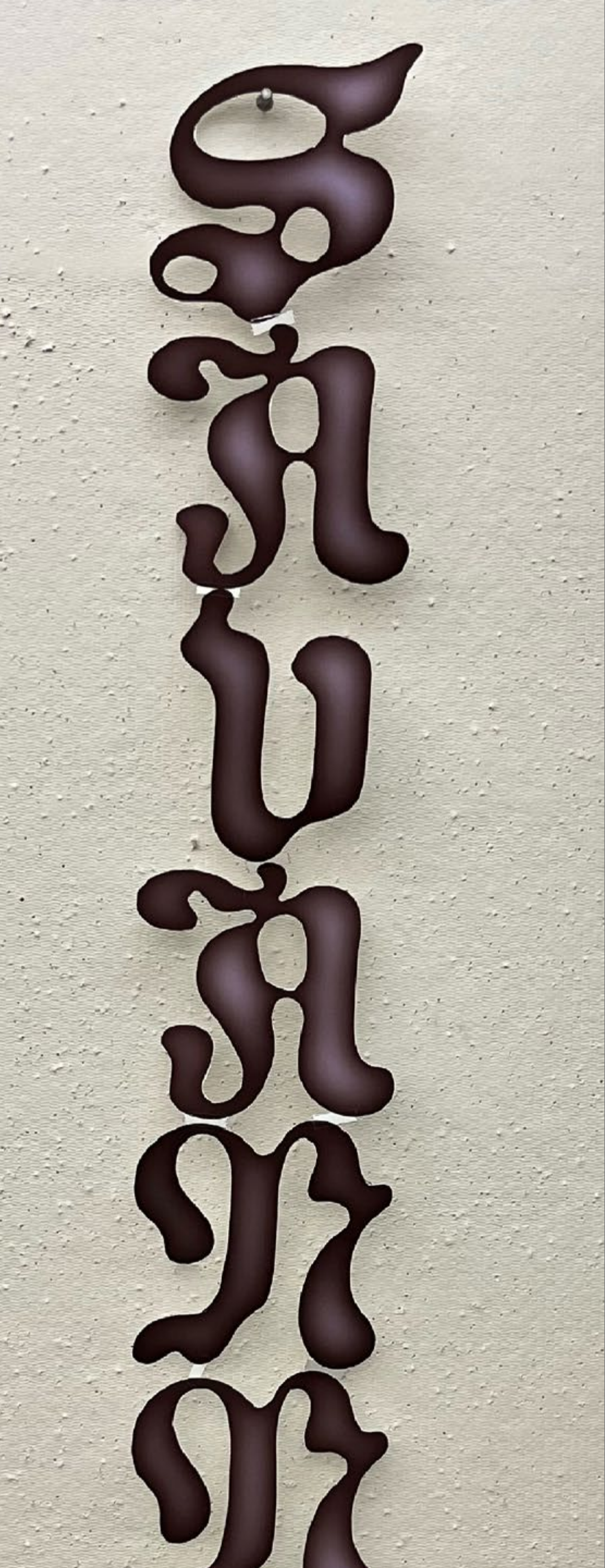




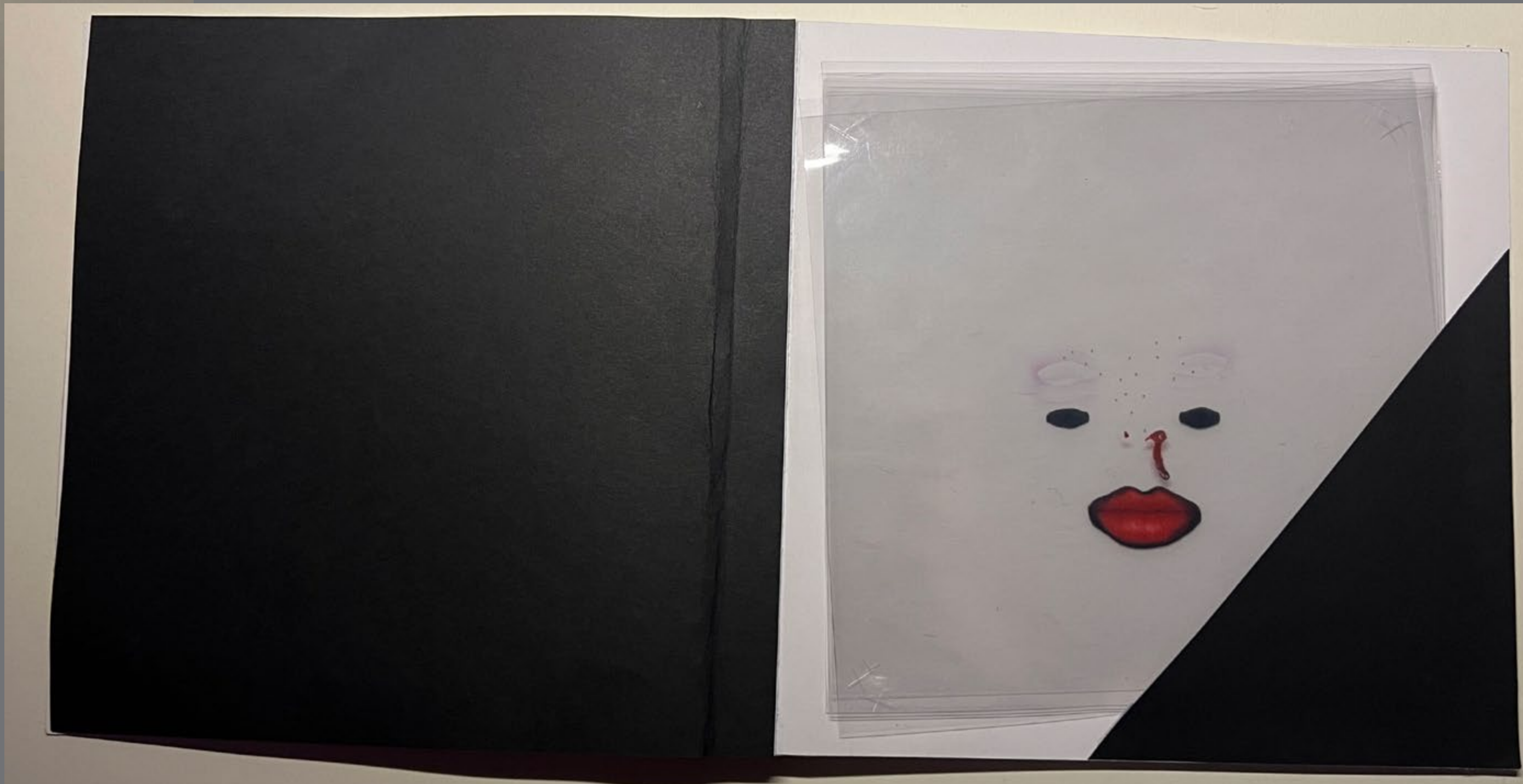
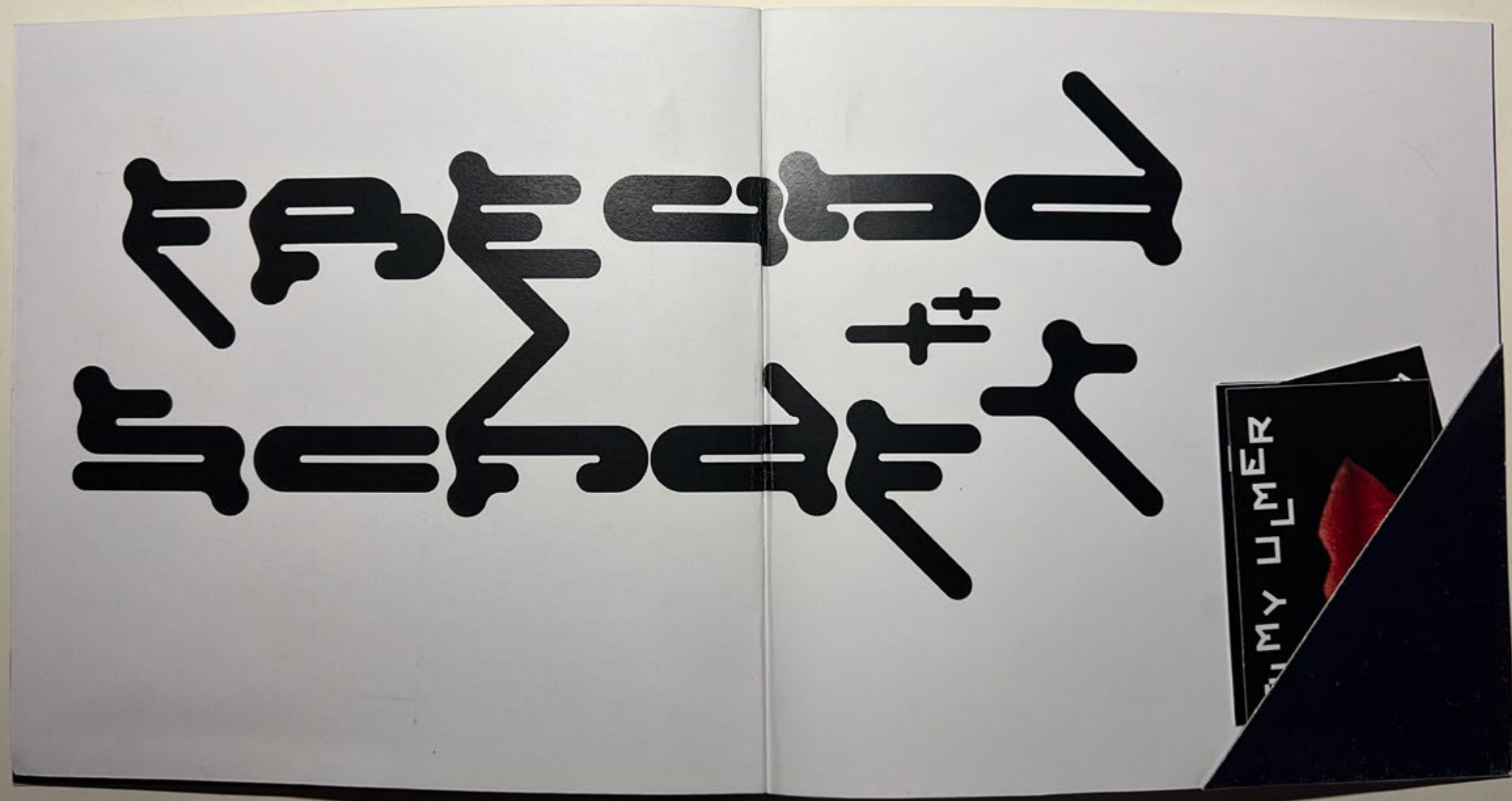




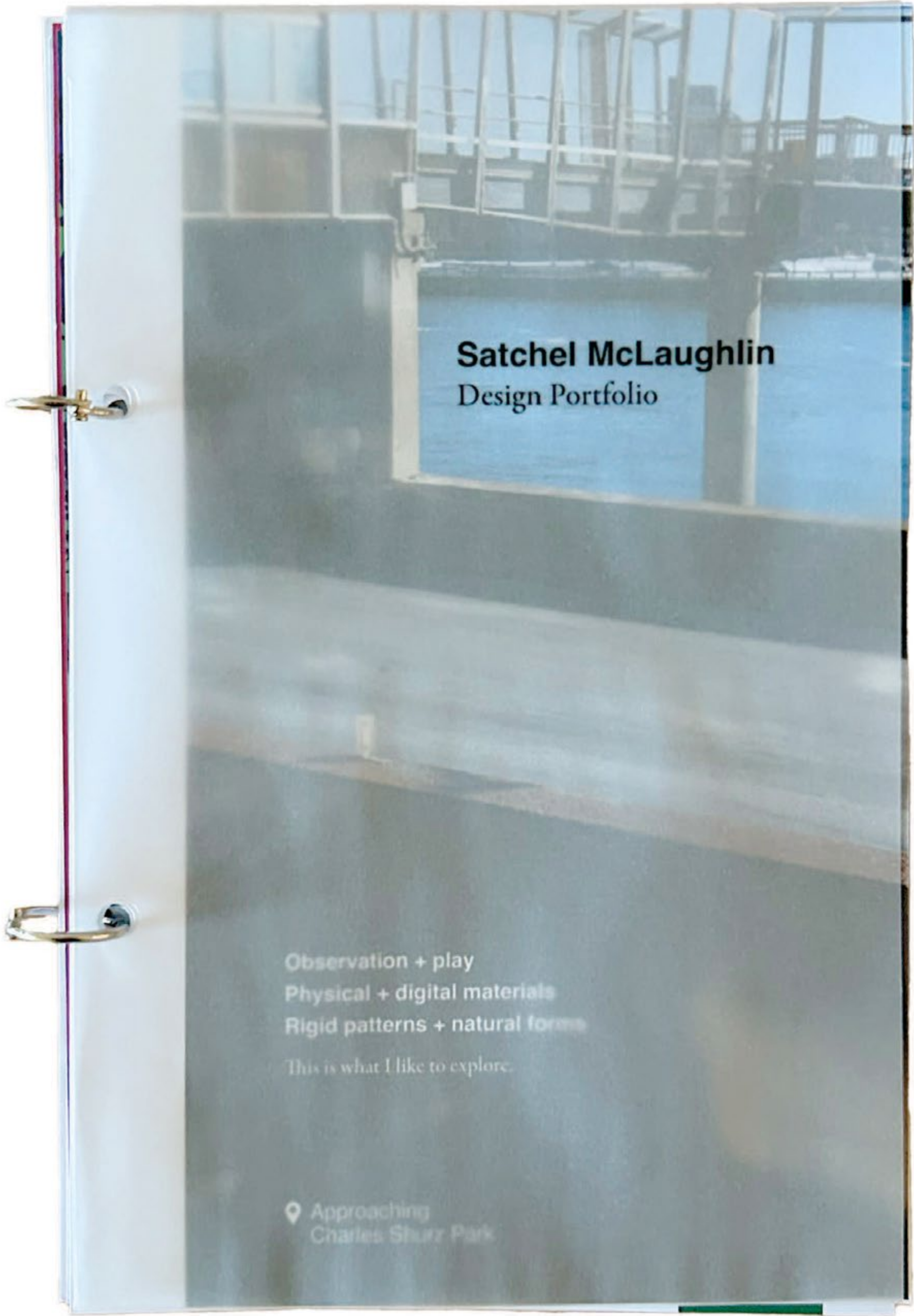














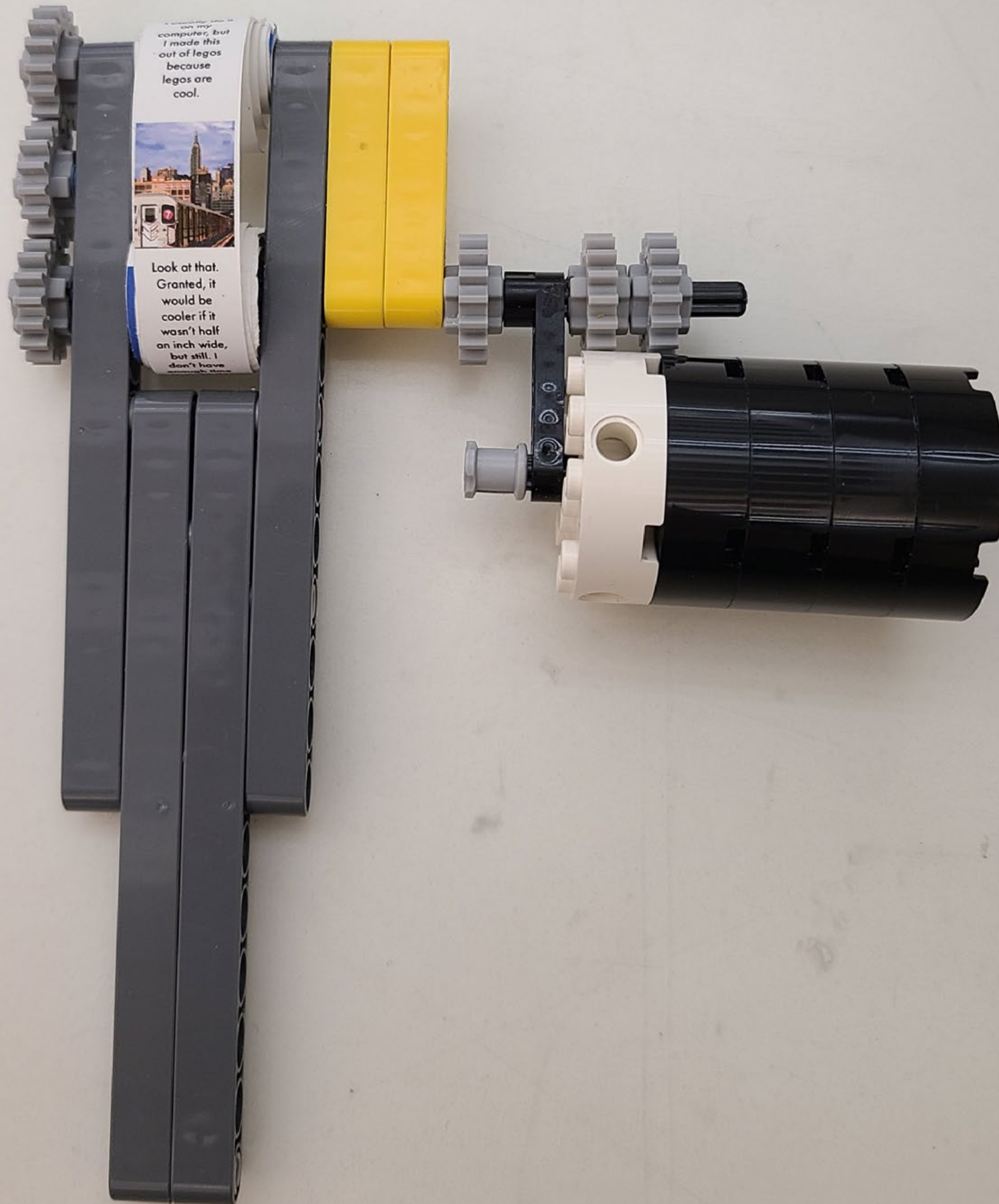
📍 Central Park

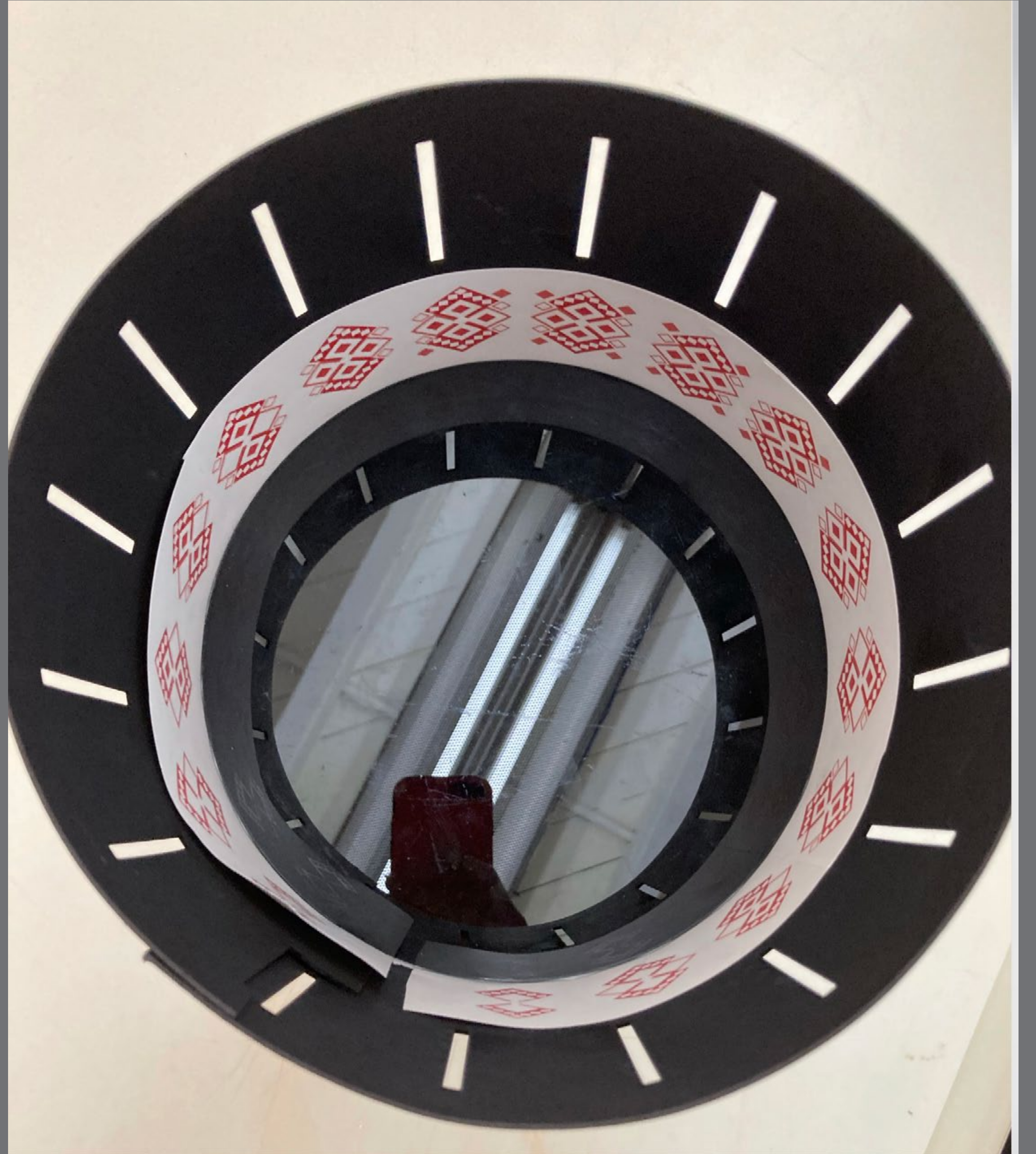
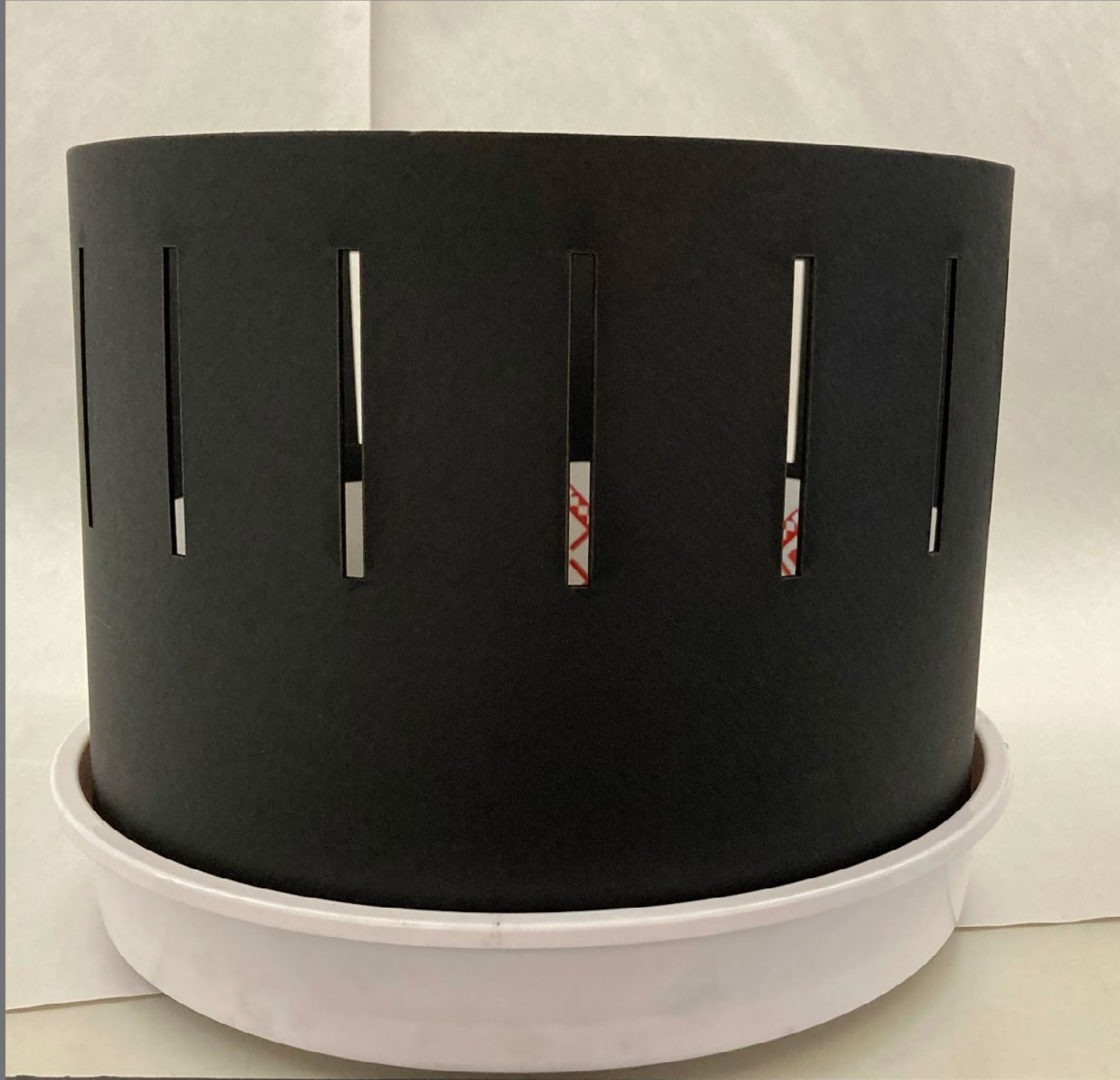




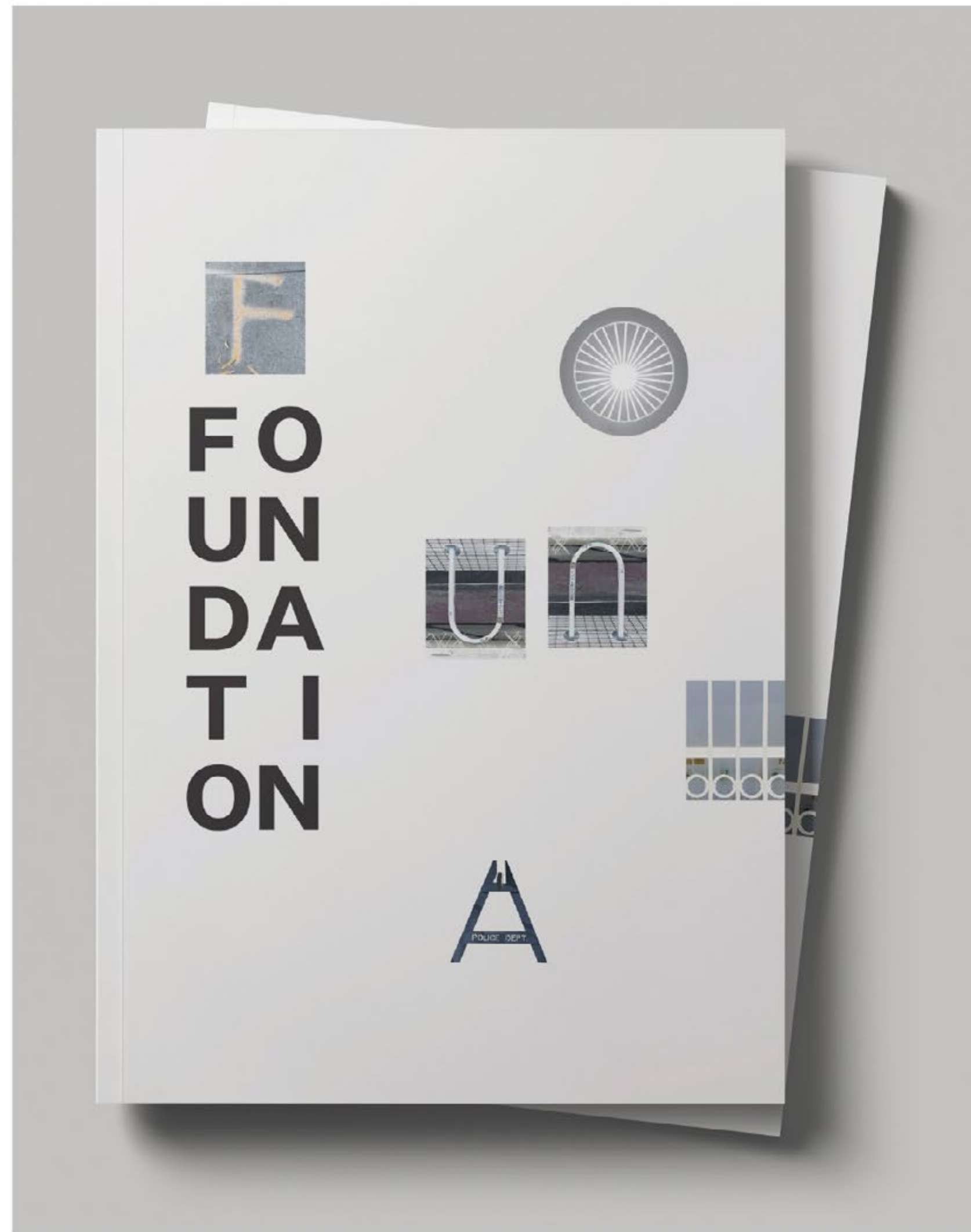


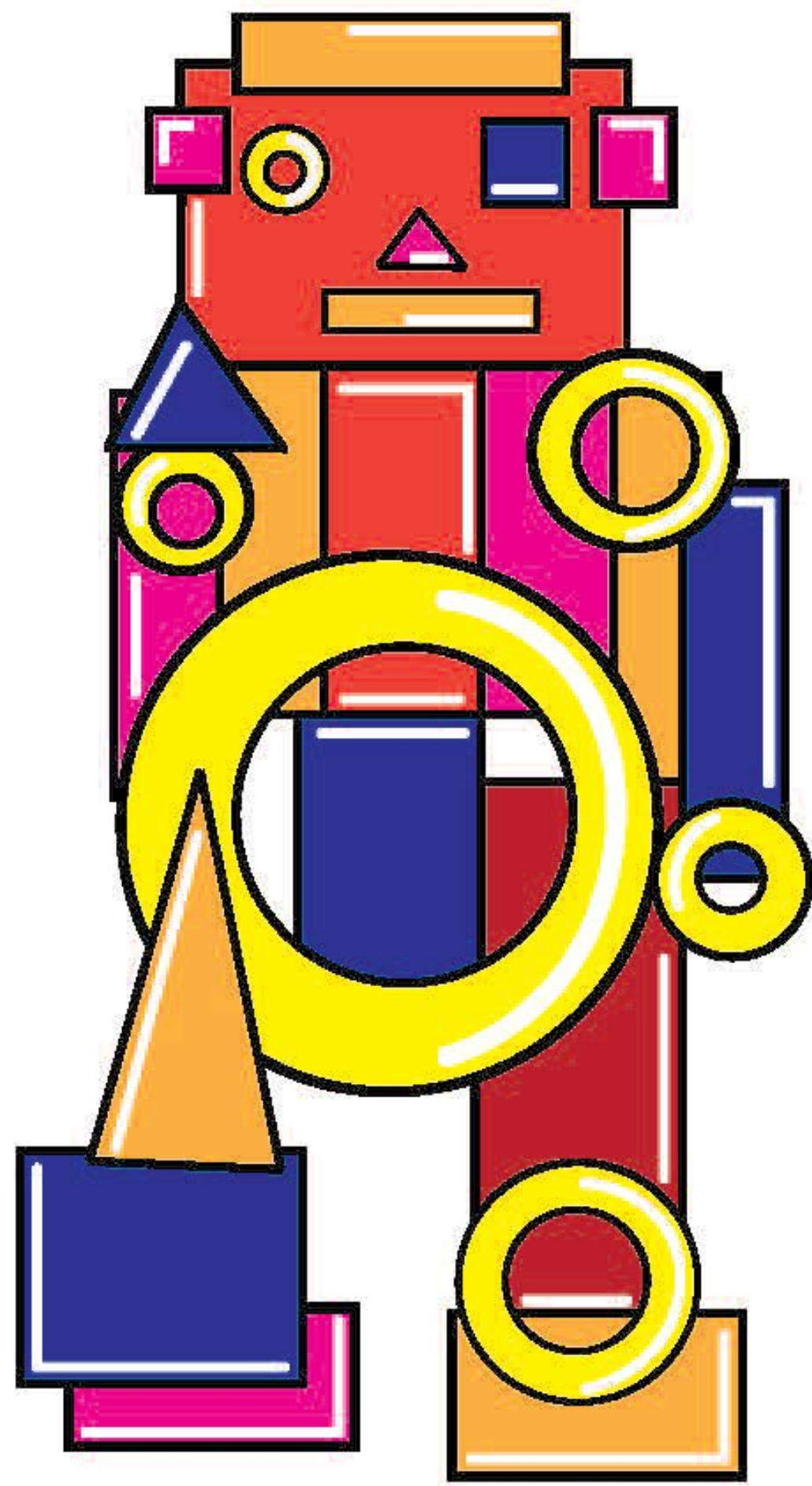
Parks are for everyone. Take care of Yours.





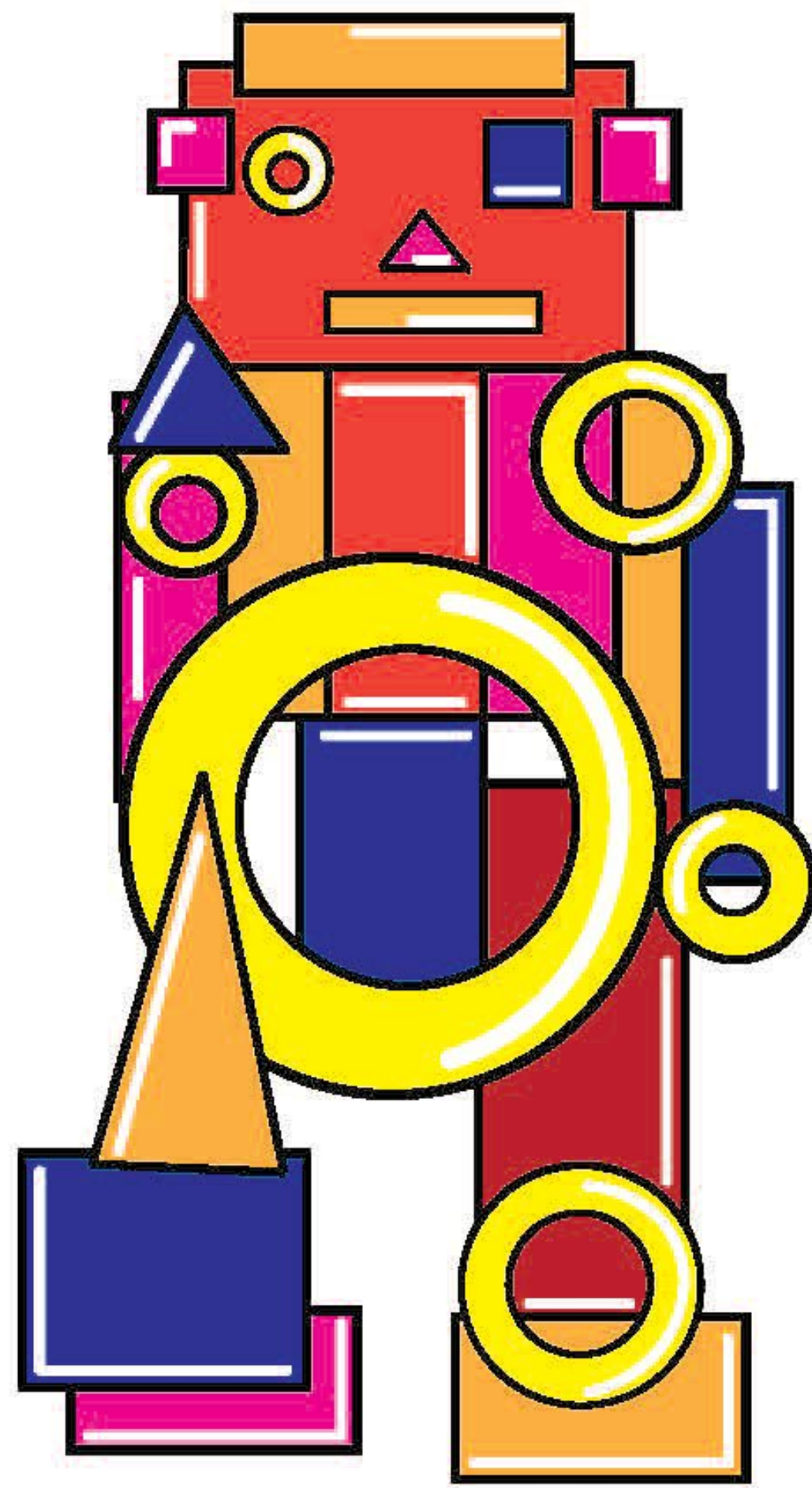






NIKOLAI ACKER

2020-2021



PRIVATE BUYERS ART THAT SUPPORTED
THE ARTIST



PRIVATE



COLLECTION



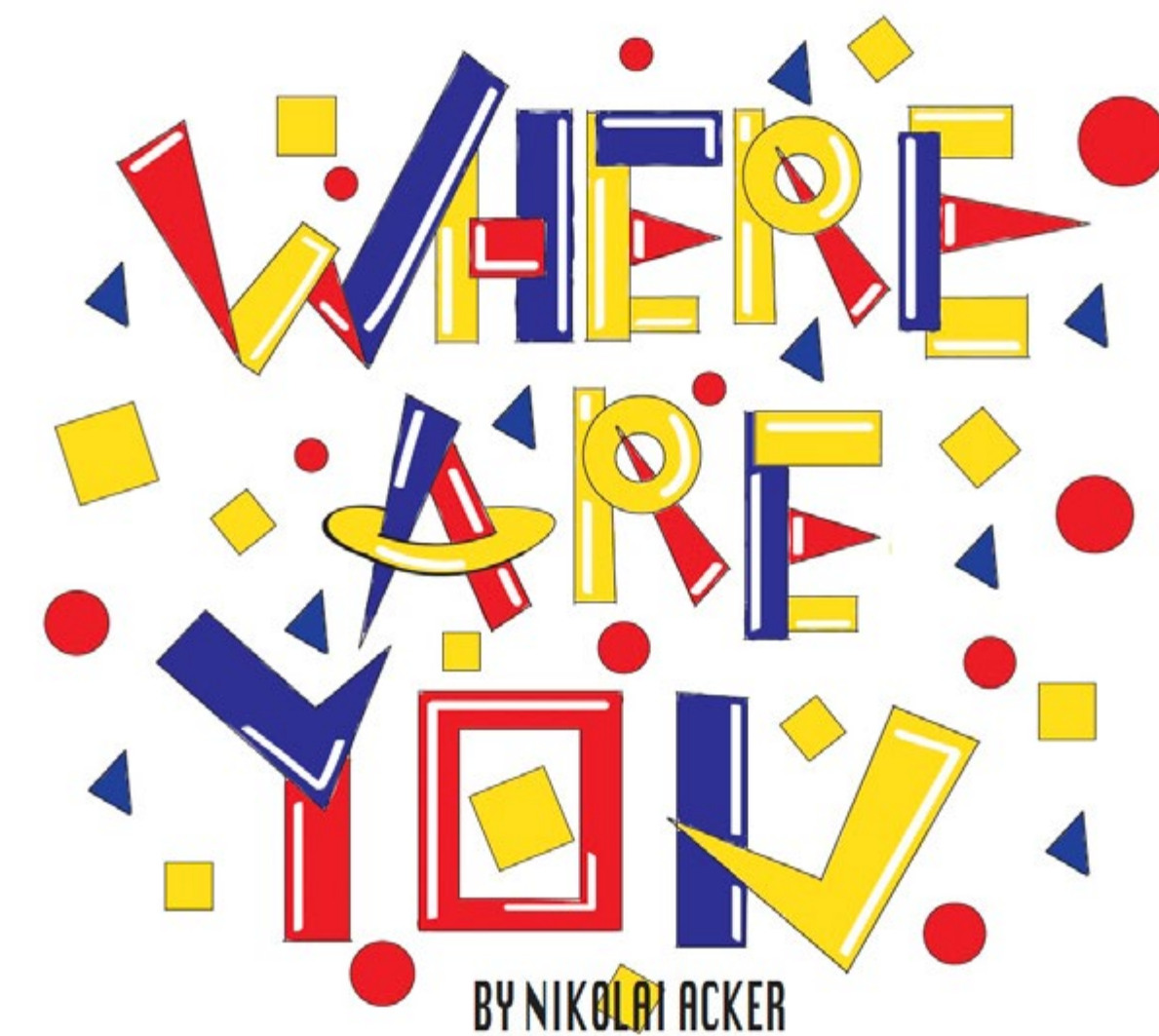
NIKOLAI ACKER

THE WORLD IS YOURS



ONE OF THE ARTIST FAVORITE PIECE

NIKOLAI ACKER



BY NIKOLAI ACKER



CRYING MAN

OVER 100 SWIPS WITH A CREDIT CARD

NIKOLAI ACKER

SKULL



ARTIST CREATED OVER 500 SKULL IN A YEAR

WORLD

NIKOLAI ACKER



Broken Pieces
2015



Self expression takes a more critical role in my life than ordinarily. It's been a longstanding journey where I've struggled to accurately express my thoughts with words. Over time, I continue to improve, but I still find myself stumbling sometimes. This part of me guided me to discover my passion for art and self expression. My lack of ability to translate myself thoroughly with words helped me find a connection through other means, mostly visuals and sounds. It brings great pleasure experiencing those feelings in forms of visuals and sounds. I love to make and discover art that makes me feel something and luckily it is a never ending journey for an unquenchable desire. Self expression takes a more critical role in my life than ordinarily. It's been a longstanding journey where I've struggled to accurately express my thoughts with words. Over time, I continue to improve, but I still find myself stumbling sometimes. This part of me guided me to discover my passion for art and self expression. My lack of ability to translate myself thoroughly with words helped me find a connection through other means, mostly visuals and sounds. It brings great pleasure experiencing those feelings in forms of visuals and sounds. I love to make and discover art that makes me feel something and luckily it is a never ending journey for an unquenchable desire.

oil paint

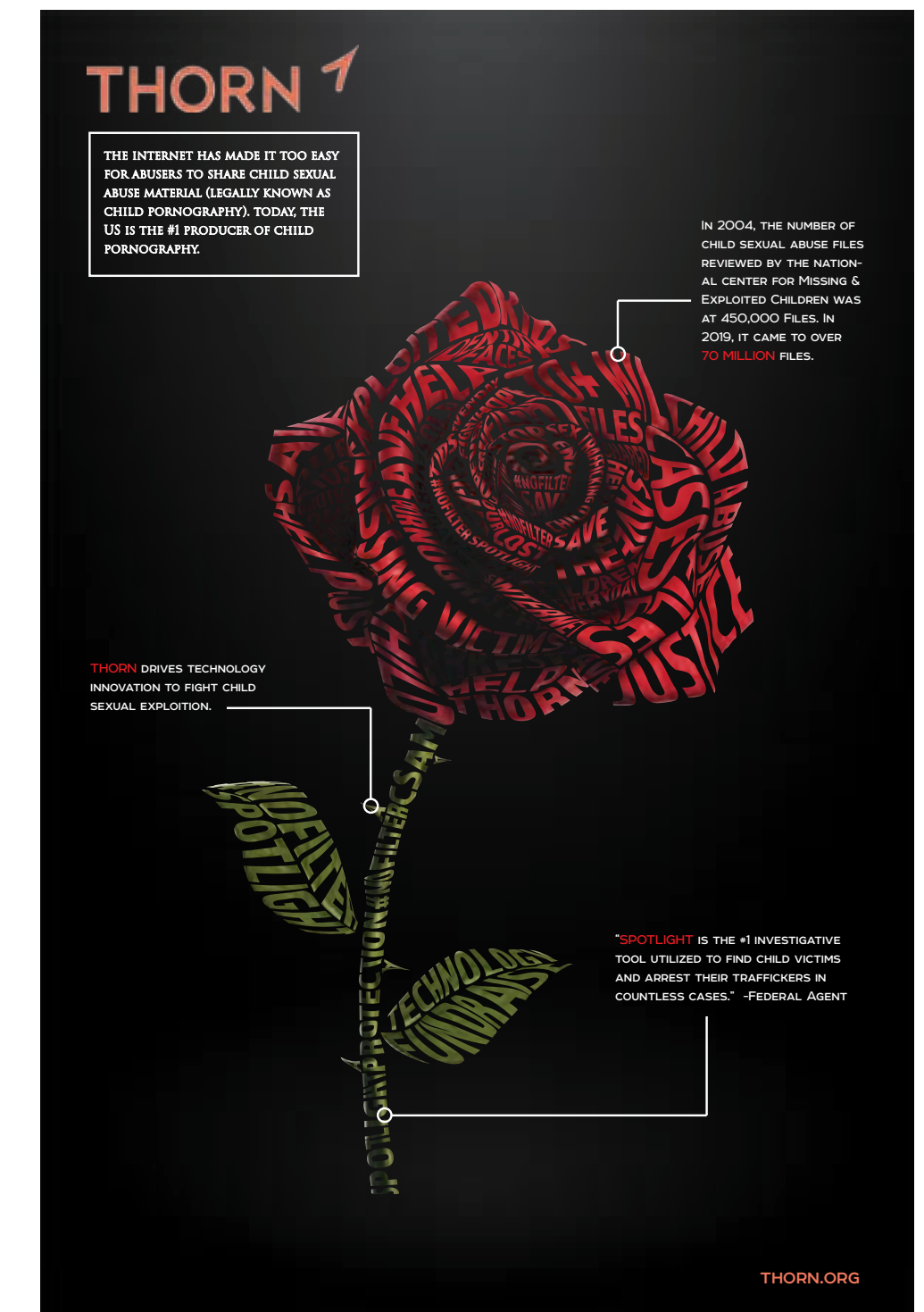
11

3D Installation | Anxiety
2013

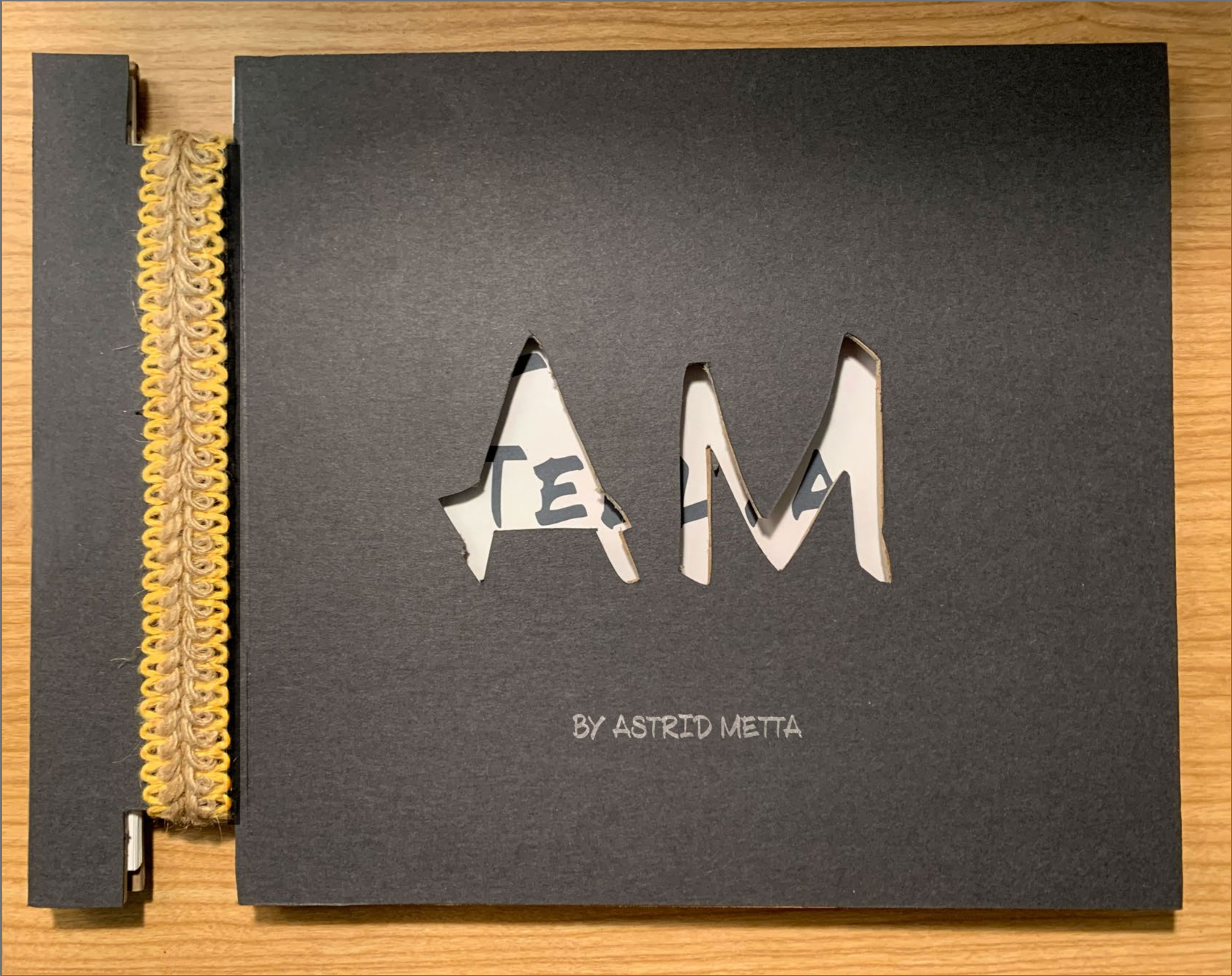


egg shells , hair , cheese cloth , chair

9

Cause Poster | Thorn
2021

2





LEMME TELLYA

ABOUT
MY WORK



CD COVER PAINTING - 12.11.2019

LEMME TELLYA THIS PAINTING !

The painting project was created based on the expression of the music I listen to. It was inspired by the music "Lemme Tellya" by Planetshakers, Christian Cotemporary Music.

WHO I AM ...



INDONESIAN

A highly creative and hard working graphic designer who passionate about branding, editorial layout, instagram content layout and photography.

WHY DESIGN

I have an interest in designing since at the very young age. My parents sent me to drawing lesson for me to explore my interest. However, after finishing my high school, instead of going to art school, I went into business school.

Having a thought that, it's the easiest major to study and the biggest job opportunity. Graduating as an Accountant, yes I got a job but it did not give me a thrive to do it for a longer term. Solving all the numbers for years just made me frustated.

I am constantly learning and adapting to new and upcoming trends in art and marketing. I am usually inspired by the creative envirointment around me. Being an impactful designer is one of my biggest aspiration.

LEMME TELLYA

MY STORY

Last year, I decided to turn my wheel and start to do what always been interested in. If people ask me, "did you regret it? ", NO. I feel like this is what I called to be.



WHAT INSPIRE ME...

"Lavender Mist" - everybody should be able to recognize his work, Jackson Pollock. Art and design are about the expression of someone creative skill and thought. With graphic design, we are solving what seems obscure and come out with an accurate

visual communication outcome.

TAKE A LOOK AT MY WORK ►

LEMME TELLYA THIS PHOTOS SETTING !

1. Lombardi's Pizza

Taken during afternoon time around 3PM, when the sun was not too strong and lighting up at a 45 degree angle. Using ISO 400, 1/55 sec, f/16, Manual mode.

2. C3 NYC - Queens Location

Taken during morning huddle at 10.30AM, using ISO 200, 1/60 sec, f/16, Manual mode.

3. Blurry

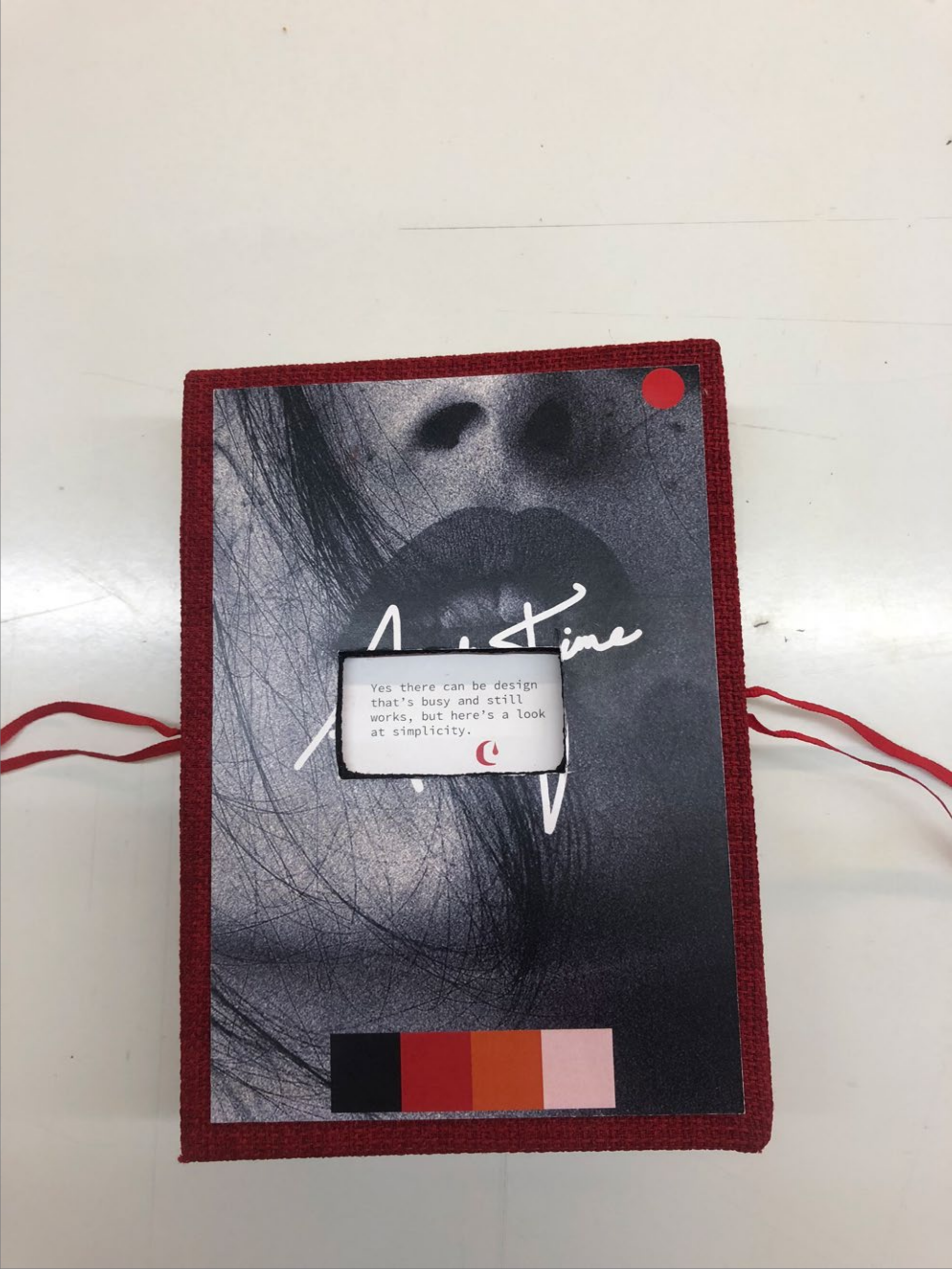
Taken during sunset, using an Aperture Priority mode, ISO 800, 0.5 sec, f/11.
By using low shutter speed and moving the camera slowly as to create the blurry effect.











Yes there can be design
that's busy and still
works, but here's a look
at simplicity.



ELEMENTS

Femininity, sensuality and growth. R&B mainly directs its artistry towards these elements, especially when it comes to artists like SABRINA CLAUDIO. The goal was to make sure that these elements were clearly identifiable so that the music could easily play around it.



TYPOGRAPHY

The typography is based off of the elements that were used in the project. Its delicate nature makes JULIUS SANS ONE the perfect typeface for this project. The typeface is used all throughout the project with the exception of the written title on the cover of the album.



ALBUM COVER

The good thing about having strong elements is that they do the speaking for you most of the time. If they're strong, no matter how they're composed, the audience still grasps the concept and/or the message behind it. These elements were carried all throughout the albumwork, creating strong consistency.





*Life begins where your
comfort zone ends.*

“After 5” is a collection
of work that reflects the
the world and experiences
around me and my engagement
with them through design.

- P. Gibson

MUSIC

FEEL - Kendrick Lamar / Single Artwork / Fanart



Kendrick Lamar's 2017 album, DAMN, holds a special place in my heart. Above is my interpretation of the single-artwork for my favorite track off the project, Feel.



Above : Cover Variations
Below : Mark Making and
textural exploration.

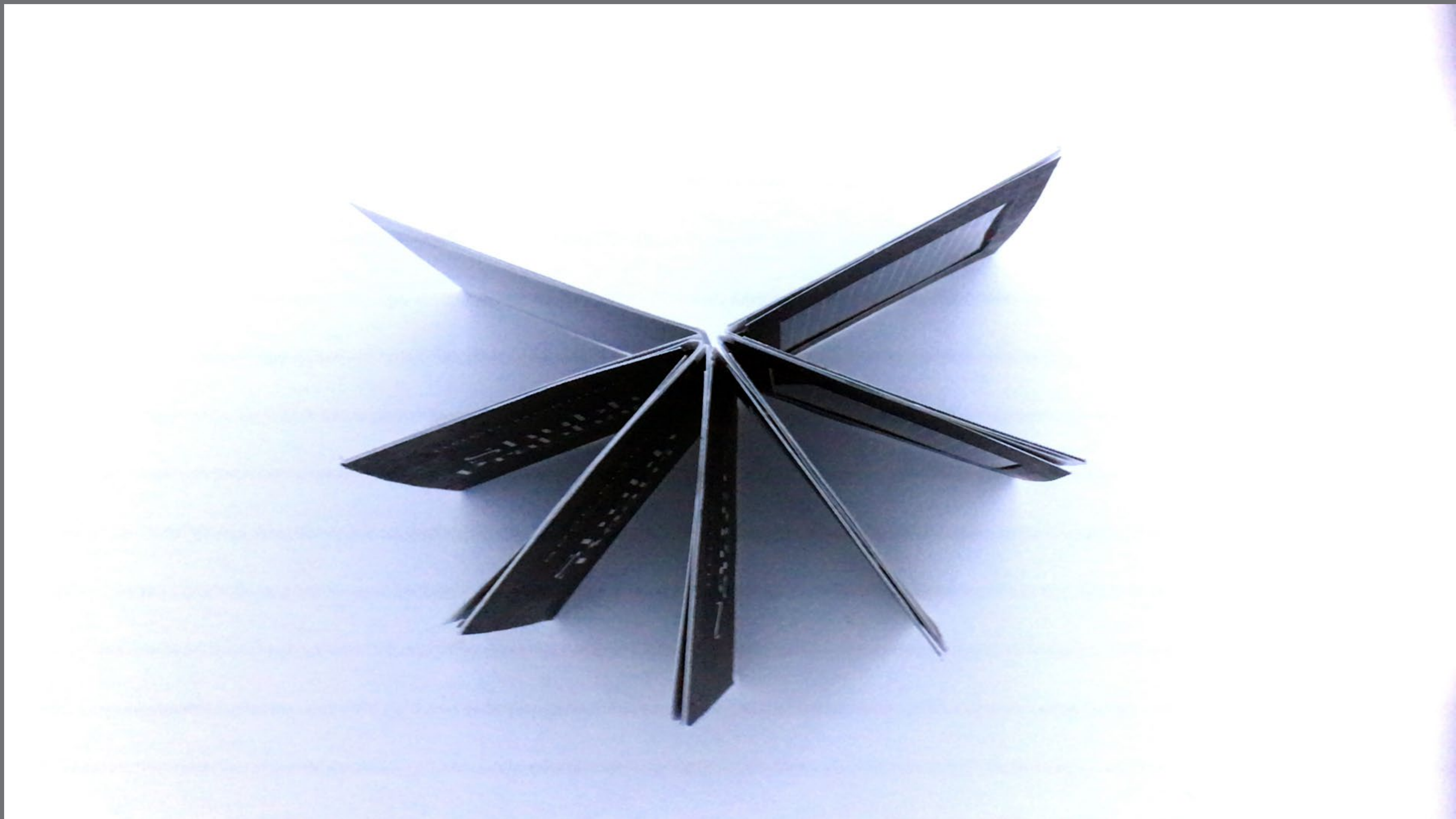


“Indian is not a
language we
speak but we
do speak over
500 others.”

CHARMIE SHAH

charmieshah.com
charmieshah2109@gmail.com









MAY

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

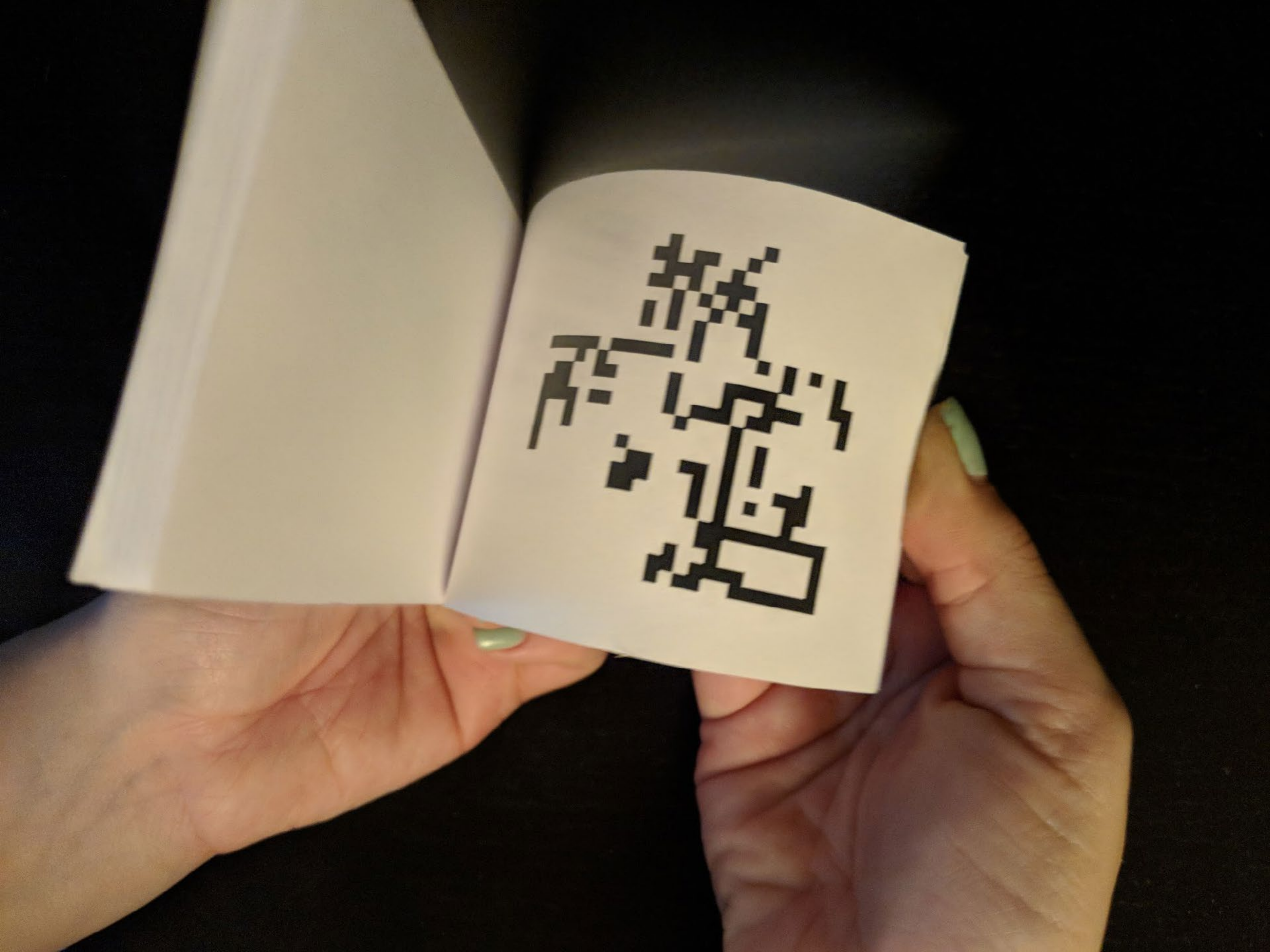
JUN

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						





FLIP >











THEN+NOW

I am DANA

I am HAPPY

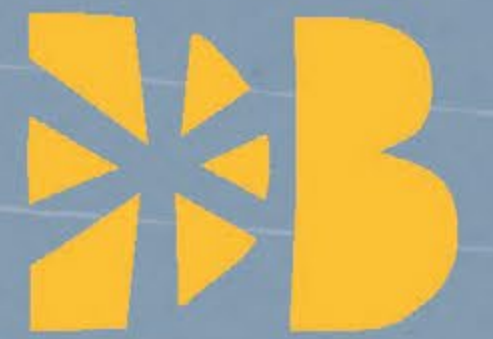


Notes

What?
These are to always be kept Forever!!!!
Don't throw out!

Reason
This is a once in a lifetime experience

If do



I've been
writing
doodling
sketching
documenting
& designing

since I first learned how to spell my name.



Drawing has always been a creative outlet to share stories.

Then + now, I still draw inspiration from daily life, family & personal objects.

**IGNITE
YOUR
VOICE**

Illustrated logo, brand + post development for activist centered Instagram account @IgniteYourVoice.

Weekly pop culture drawings for self published Quarantine Corner Newsletter.

Hair toss
Check my nails
Still quarantined
**THIS
IS
HELL**



Quarantining
Social distancing
What,
like it's hard?



You BADER
still be
following
health
guidelines.



**DON'T BE
DUMBLEDORE,**
KEEP ON SOCIAL
DISTANCING!

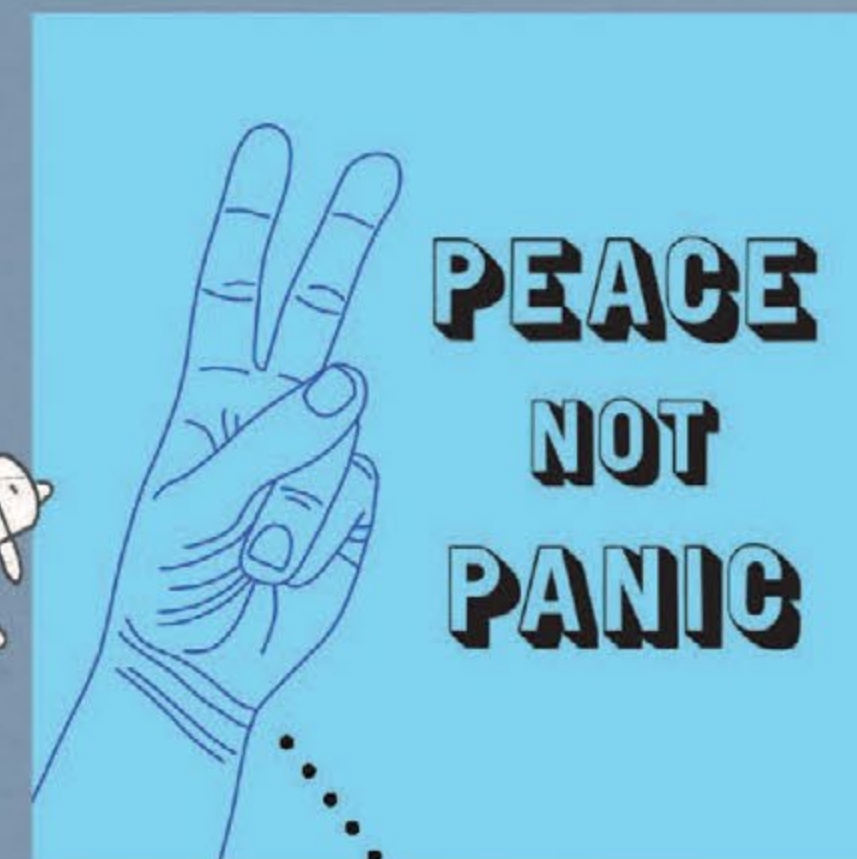


An obsession with finding new and unique ways to write my name transformed into a passion for playing with type.

Then + now, I'm interested in finding unique ways to manipulate letterforms and incorporating handwriting into my work.



Type based voting graphic



Graphic selected for display as part of United Nations Covid Call for Creatives.



Spreads from personal book, Things My Parents Told Me, original story & hand lettering.

Then + now, I have a creative imagination that allows me to dream up new ideas and turn mockups into reality.



Album campaign redesign
for the band First Aid Kit
featuring Album sleeve,
record, poster, merchandise,
banner ads & more.

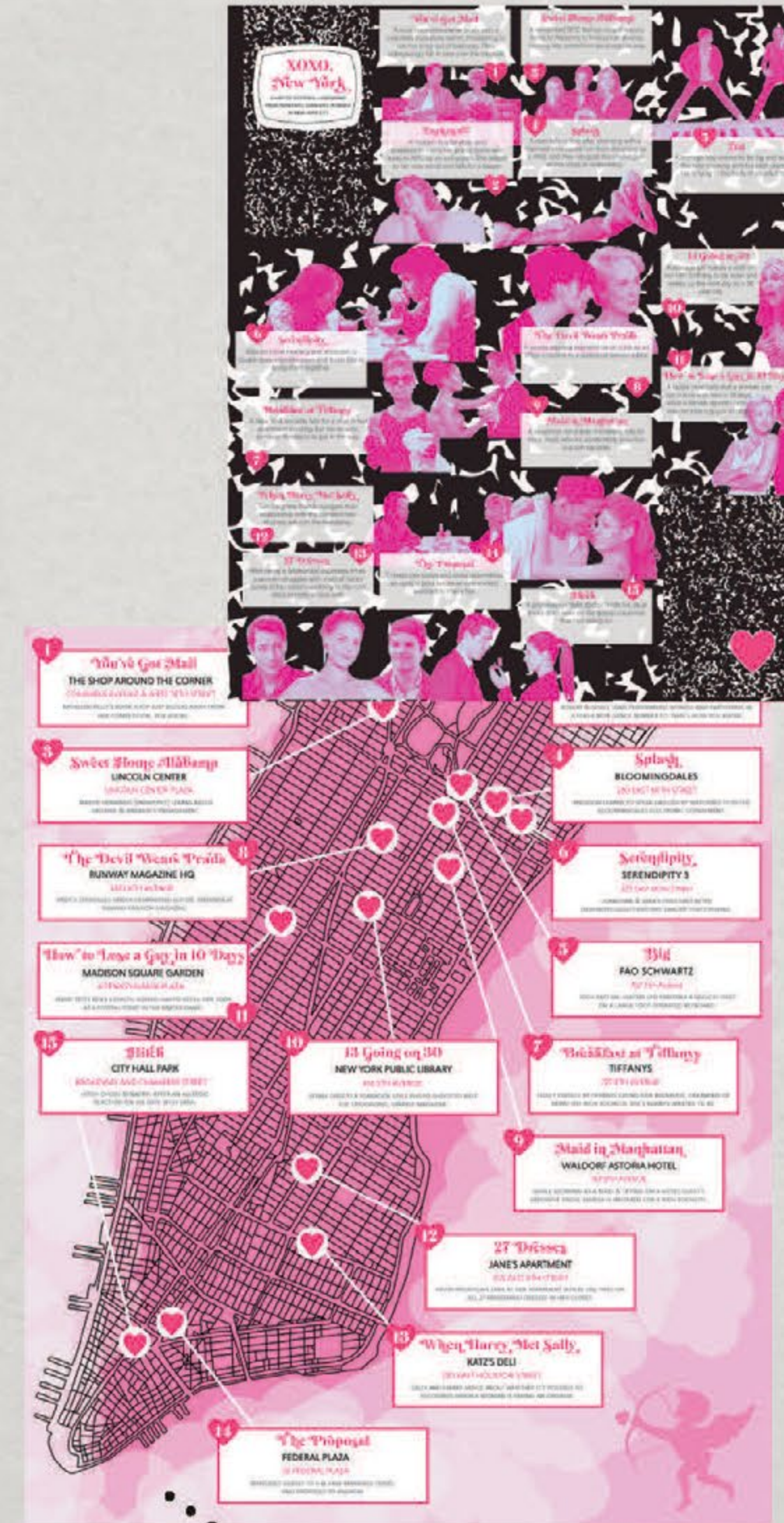




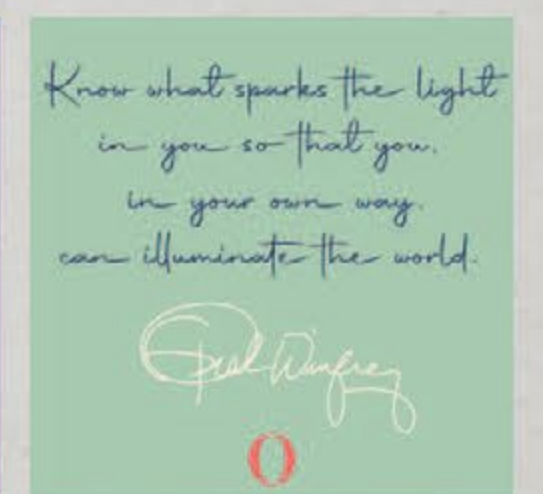
Only in New York campaign



Advertising rebrand for Healthade Kombucha



Map of romantic comedies set in NYC

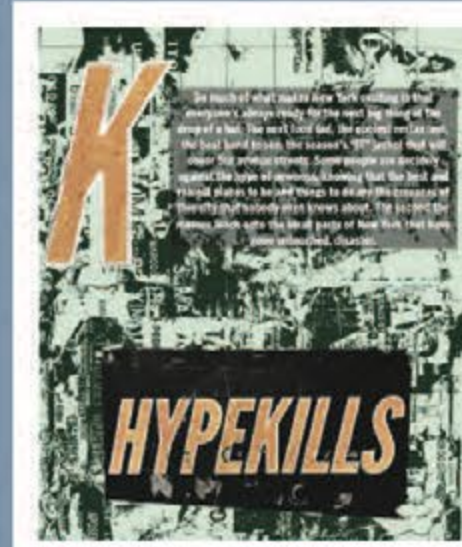
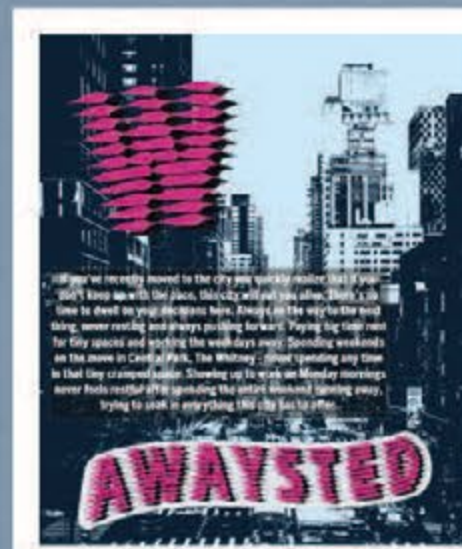
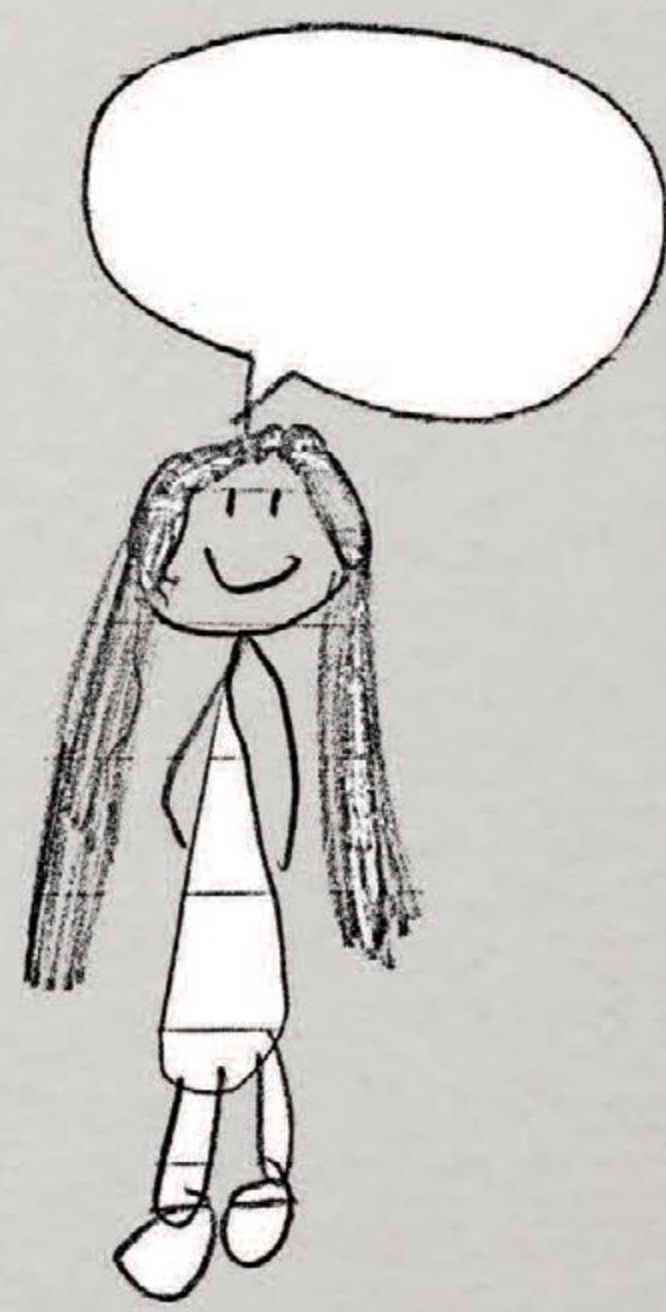


Mock Oprah voting campaign

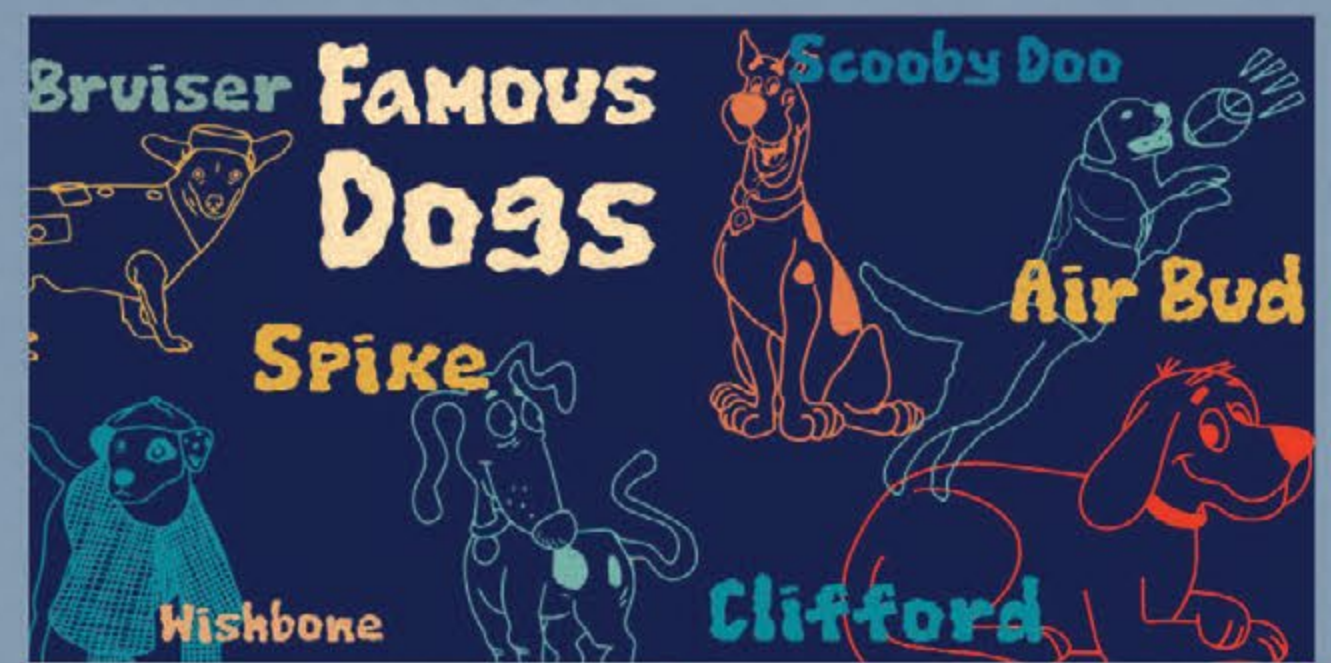
Aug 18.
We had dinner it was gross.
So instead I had peps and
peanuts.

The carefree childhood drawings have evolved into a diverse portfolio with varying interests and mediums.

Then + now, I have a creative imagination that dreams up new ideas and turns mockups into reality.



Original collaged & photographed book documenting stickers on streets of NYC



Original typeface "Wobbly Poodle" and type specimen book

* Original work & journal entries created by Dana Baumgartner



www.danabdesign.com/dana@danabdesign.com

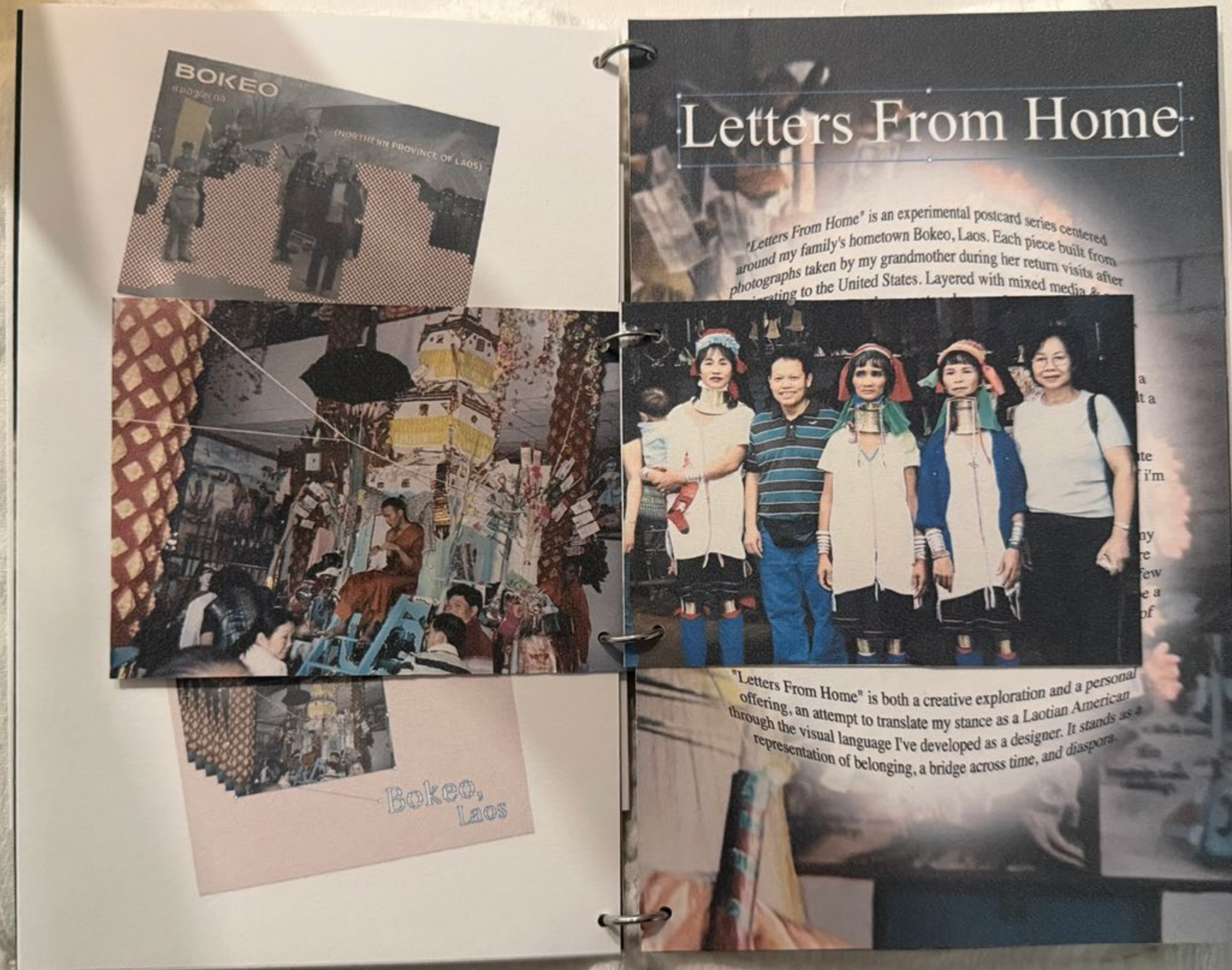
Adieu!!!

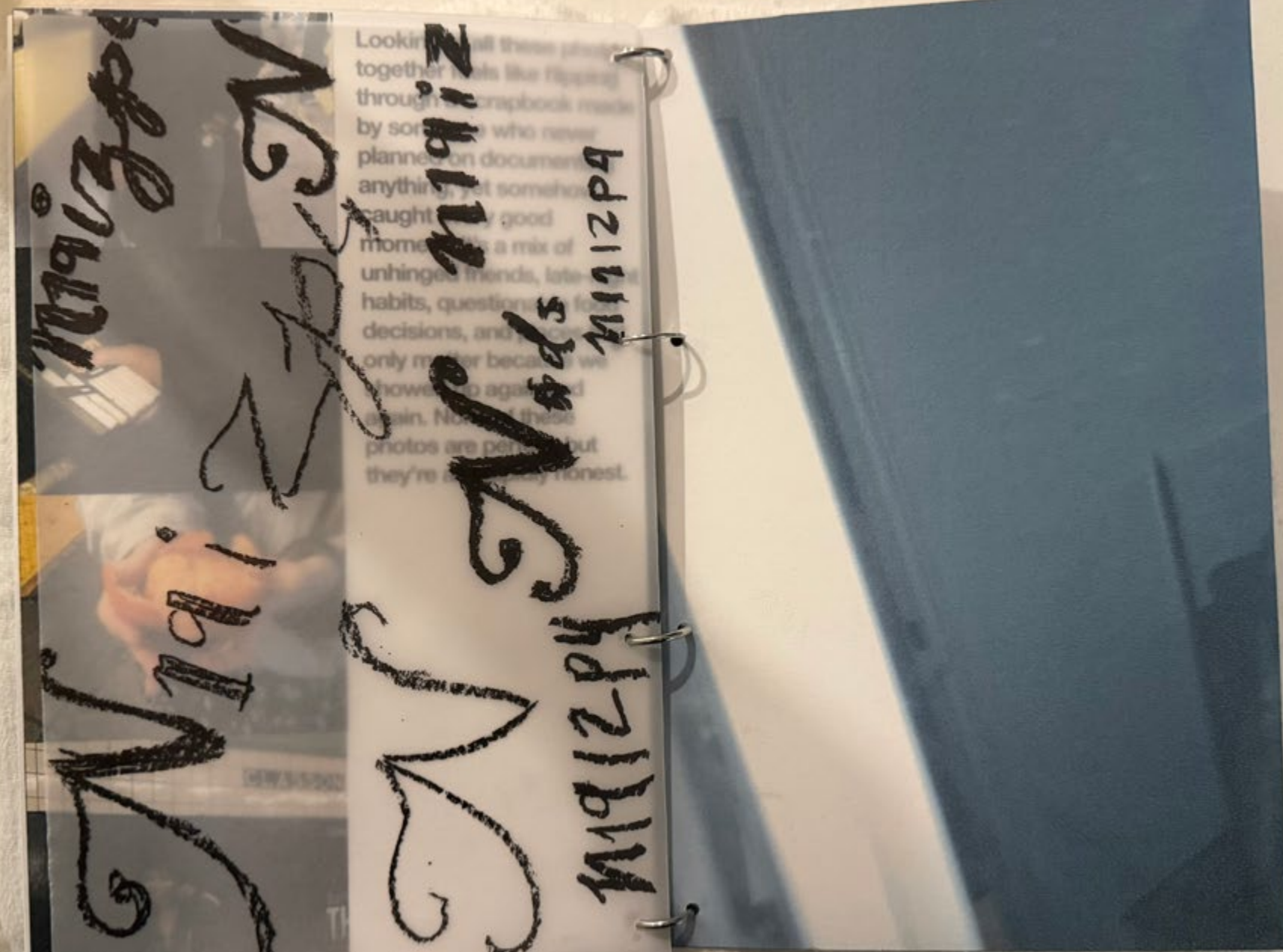
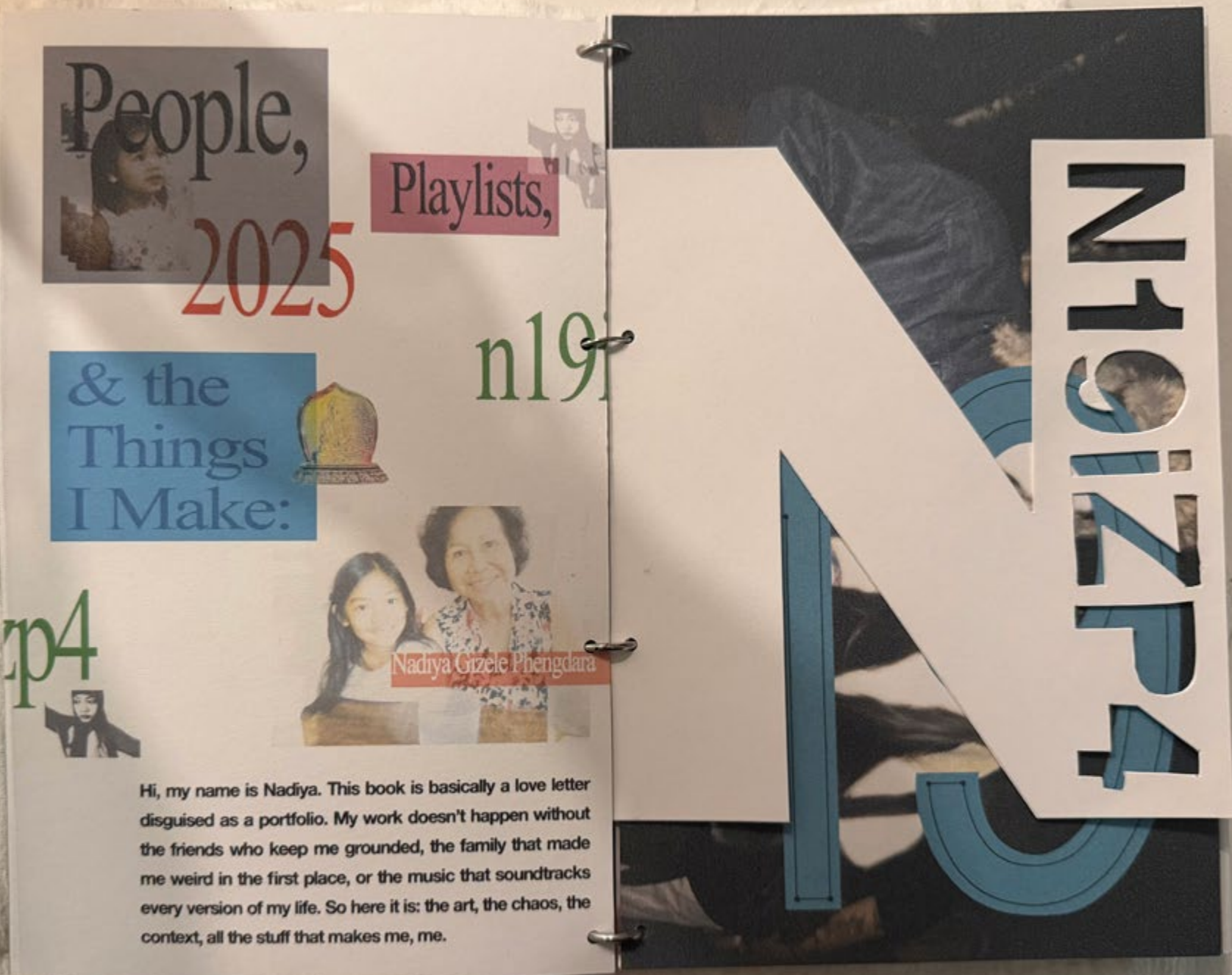
1 1 1 1

(I could not find goodbye in
french)

I Feel
Happy









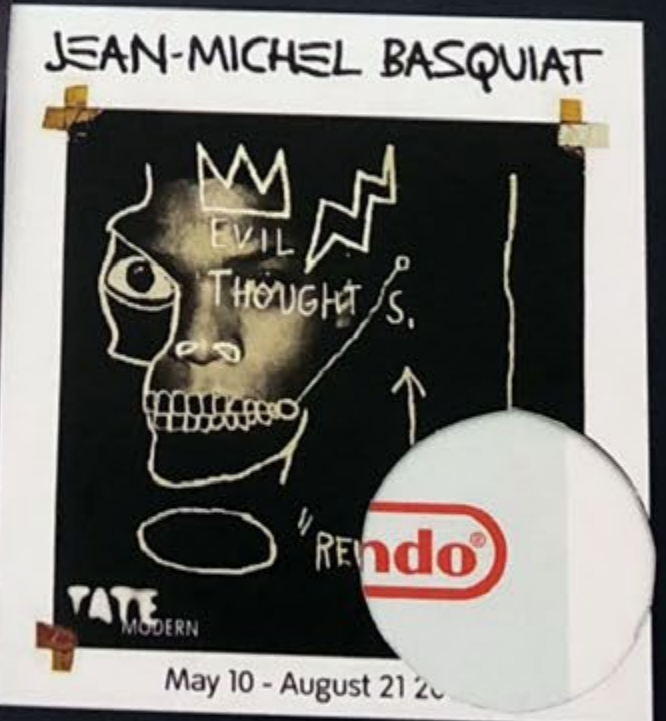
Foldable map made for Dimensions festival in Croatia. The map includes an isometric view of the site and the festival lineup on the reverse. The creases allow the triangular structure so that folding and unfolding as easy as pushing or pulling the opposite corners. Once fully folded only the festival logo is seen.

Dimensions



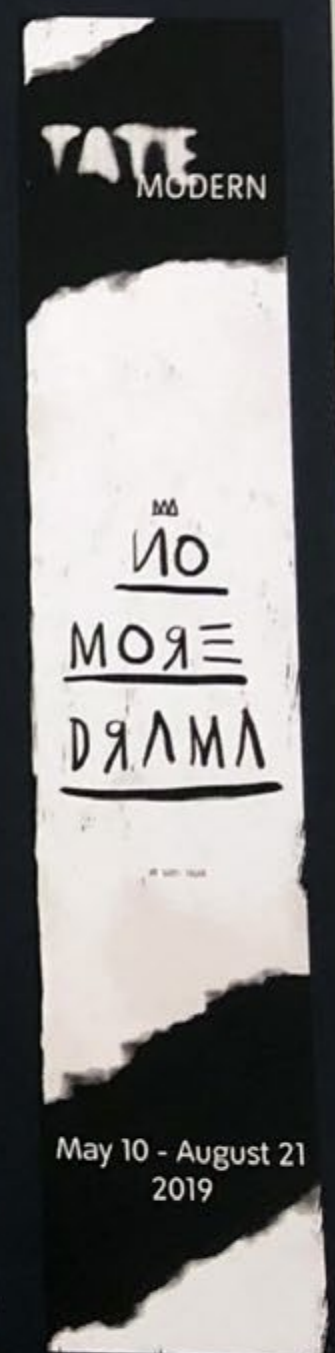
JEAN-MICHEL BASQUIAT

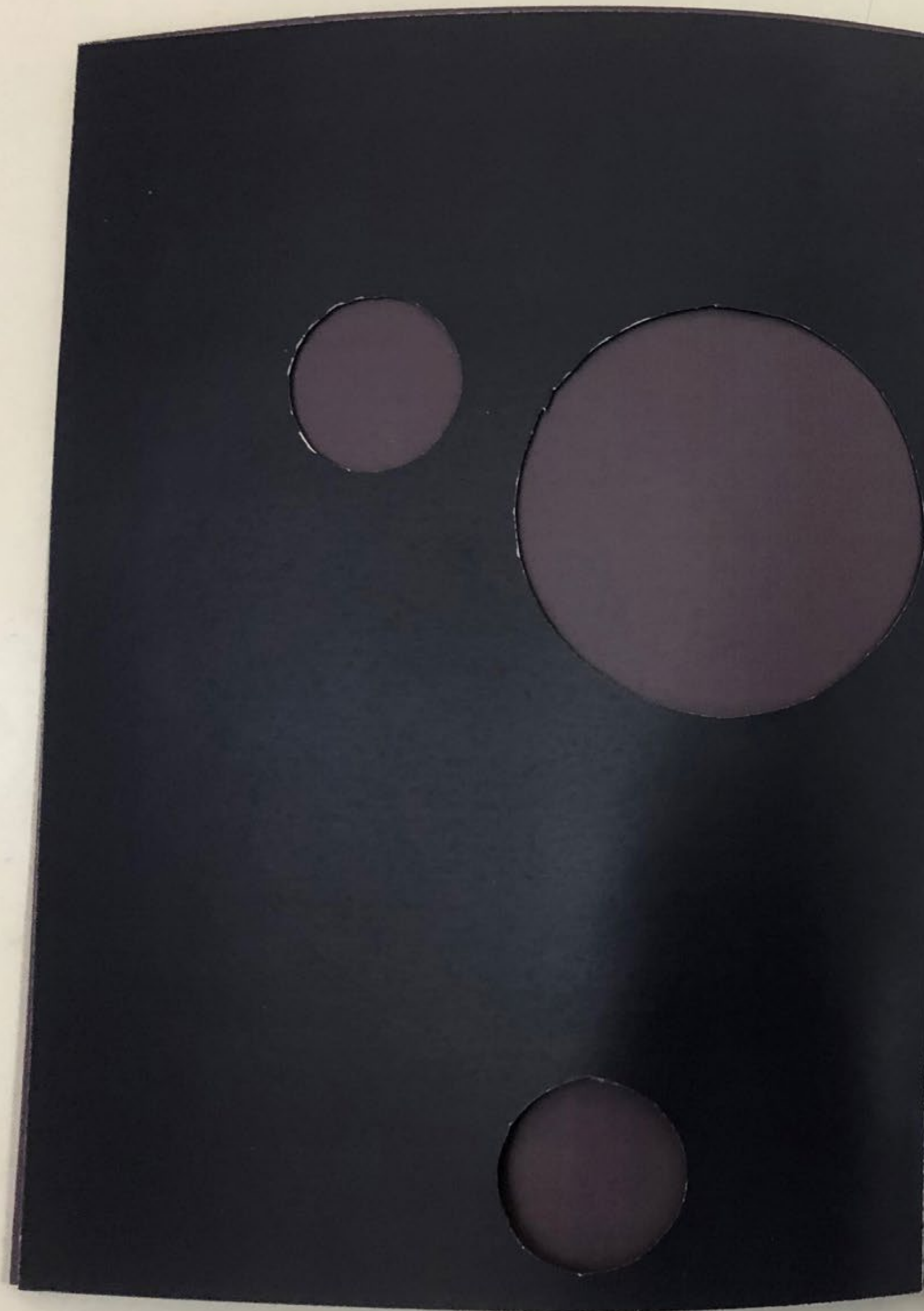
Mock instruction/warning manual. Switch which complete with illustration. The full PDF version contains clipart to the individual pages as well as to the original Nintendo website. All the illustrations have been drawn in a style that is consistent with the pre-existing Nintendo manual illustrations.



Developed the a wide range of graphics for a mock exhibition of Jean Michel Basquiat at the Tate Modern in London. Pieces included print ads in two sizes for subway use, banners for outside the gallery, title graphics, blurb and merch.

Accompanying the work shown here is a full deck that includes mockups of all the elements in action, specs and sizes, and reference material.





created a mock instruction/warning manual for the Nintendo Switch which complete with illustrations for each warning. The full PDF version contains clickable links to the individual pages as well as to the official Nintendo website. All the illustrations have been drawn in a style that is consistent with the pre-existing Nintendo manual illustrations.



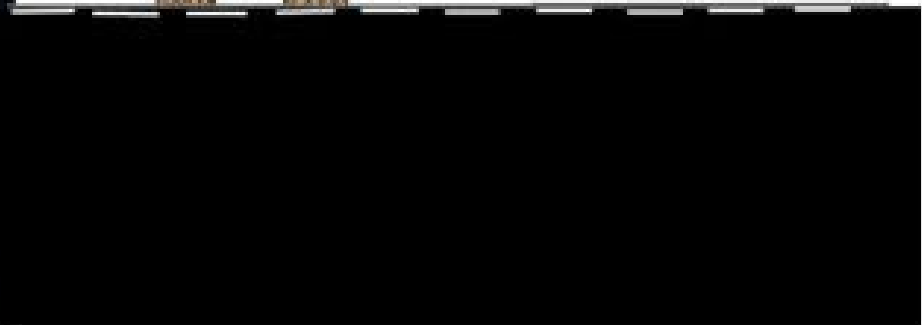
Nintendo®







PROJET NULL
PAFOO



**Safe
Hand
Disp
of Ha
Prod**



Safe Handling & Disposal of Harmful Products



DSNY Zero Waste Communication 2018 Summer Design Internship

Assignment:

Update a booklet that acts as a reference for New Yorkers on how to safely and effectively dispose of potentially harmful waste.

Goals:

Appear inviting and unintimidating

The original booklet was a long brick of small text with images littered throughout. The updated version should feel more open and read more casually with clear defined parts through the use of clearly defined hierarchy.

Cordense and clarify content

The original copy was redundant and repetitive with an unnatural page order. The updated copy should be worked on in collaboration with a copywriter to increase clarity and efficiency, while reducing overall length.

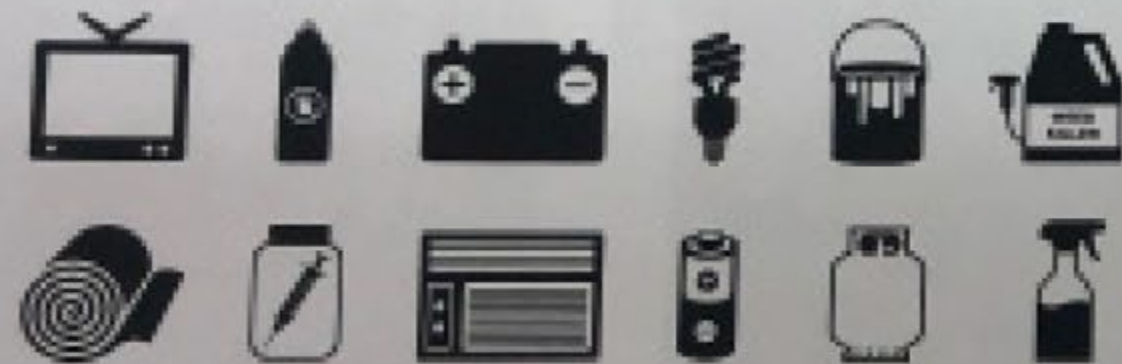
Remain true to a developing identity

The Department, being currently in the middle of developing have no set identity. The idea of what that identity will be however is vaguely understood. The updated booklet should accurately predict and conform to a future visual identity.

Time frame: 2 months

Safe Handling & Disposal of Harmful Products

Guide for NYC Residents



nyc.gov/safedisposal | call 311
NYCsanitation • NYCzerowaste



sanitation

DO NOT MIX HARMFUL PRODUCTS TOGETHER. Printed on recycled paper, 50% post-consumer waste.

The booklet I was given on my first day, was twenty-two pages of text, all packed into bricks. Twenty-two pages of intimidating text, mixed with confusingly placed icons and bits of color. After bracing yourself to read, you find that there are several examples of either redundant or irrelevant information.

Working with the creative team, we managed to not only cut the page count by eight pages, but made the content significantly more reader-friendly and memorable. Creating a reference guide that people are more likely to actually read if they have a question.

Sample book
Printed at 50% scale

Making Twenty-Four,

Sixteen



Anatomy of a Hierarchy

Important Points

the three important points are what events you can bring the waste to and whether or not it can be thrown in the curbside trash. This information is not clearly elevated and the yellow and gray tags are unclear as to what they mean without a key.

Further Points

The further points are needlessly long and undifferentiated from the important information. Too much of the information is extraneous and can be cut.

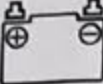
Headline

The Headline is pushed to the other edge of the page from the icon, creating confusion if the icon belongs to it or not.

Further, the Headline is directly in line with the rest of the content with little hierarchy between, creating more confusion

Icon

The icon is a line drawing contrasting the other icons, which are solid black with knockout accents. The line art creates a busier feeling on the page, seeming more complicated than it actually is.



Original

Automotive Batteries

X Illegal to discard in the garbage or recycling

Safe Disposal SW

Take-Back. Return automotive batteries for recycling to any of the following auto supply stores that sells them. Whenever you buy a new battery, you pay a \$5 surcharge. If you return an old car battery when purchasing a new one, the \$5 surcharge on the new battery is waived.

DSNY Drop-Off. Bring car batteries to a SAFE Disposal Event or to any DSNY Household Special Waste Drop-Off Site. See pages 19-21 for details.

Revised



Automotive Batteries:

Illegal to discard in the garbage or recycling

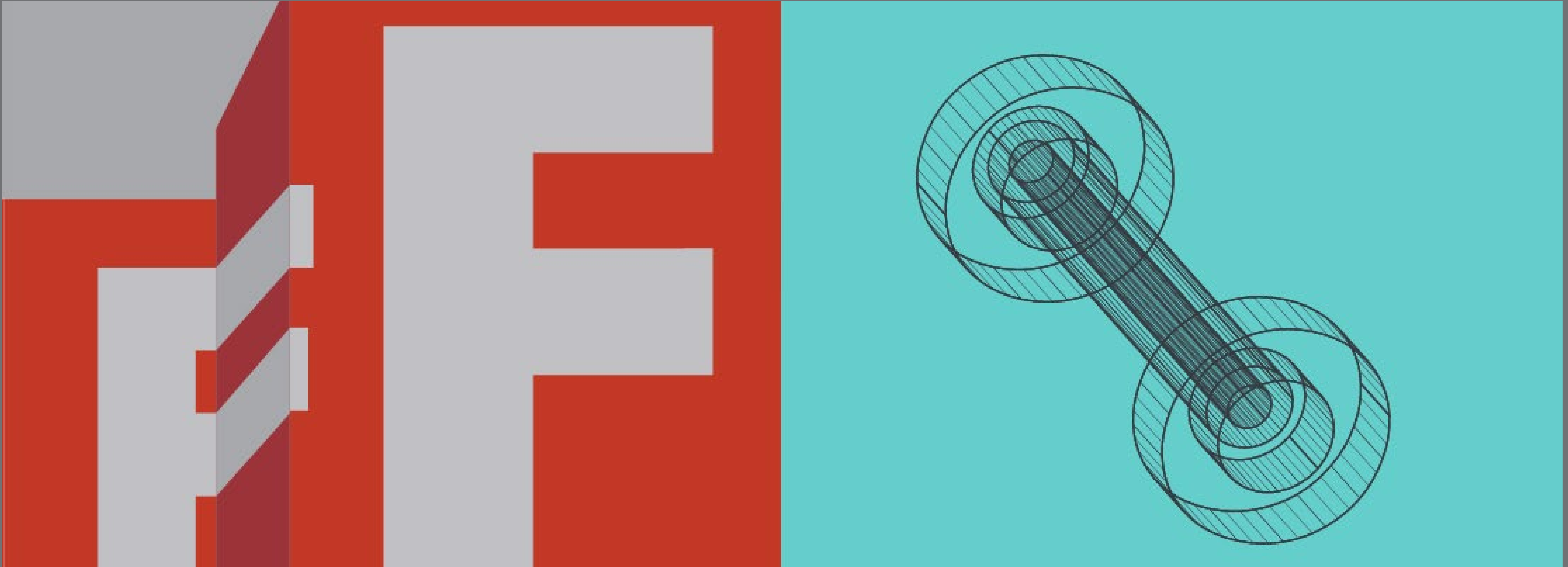
Bring to a SAFE Disposal Event

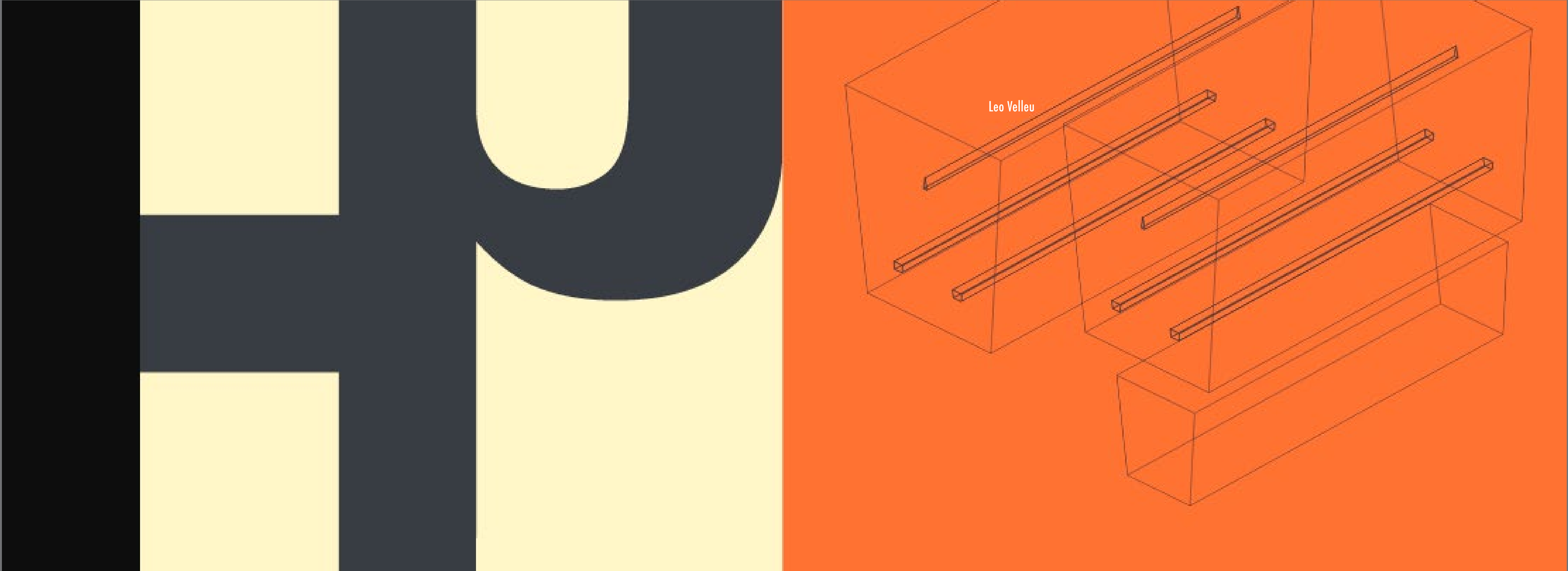
Return automotive batteries to any service station or auto supply store that sells them.

Contact the NY State Department of Environmental Conservation at bit.ly/tippdec or call 1-800-TIPP DEC (1-800-847-7332) if a service station refuses to accept your auto batteries.

Design
Good,
For
Good,
To do
the most
Good,

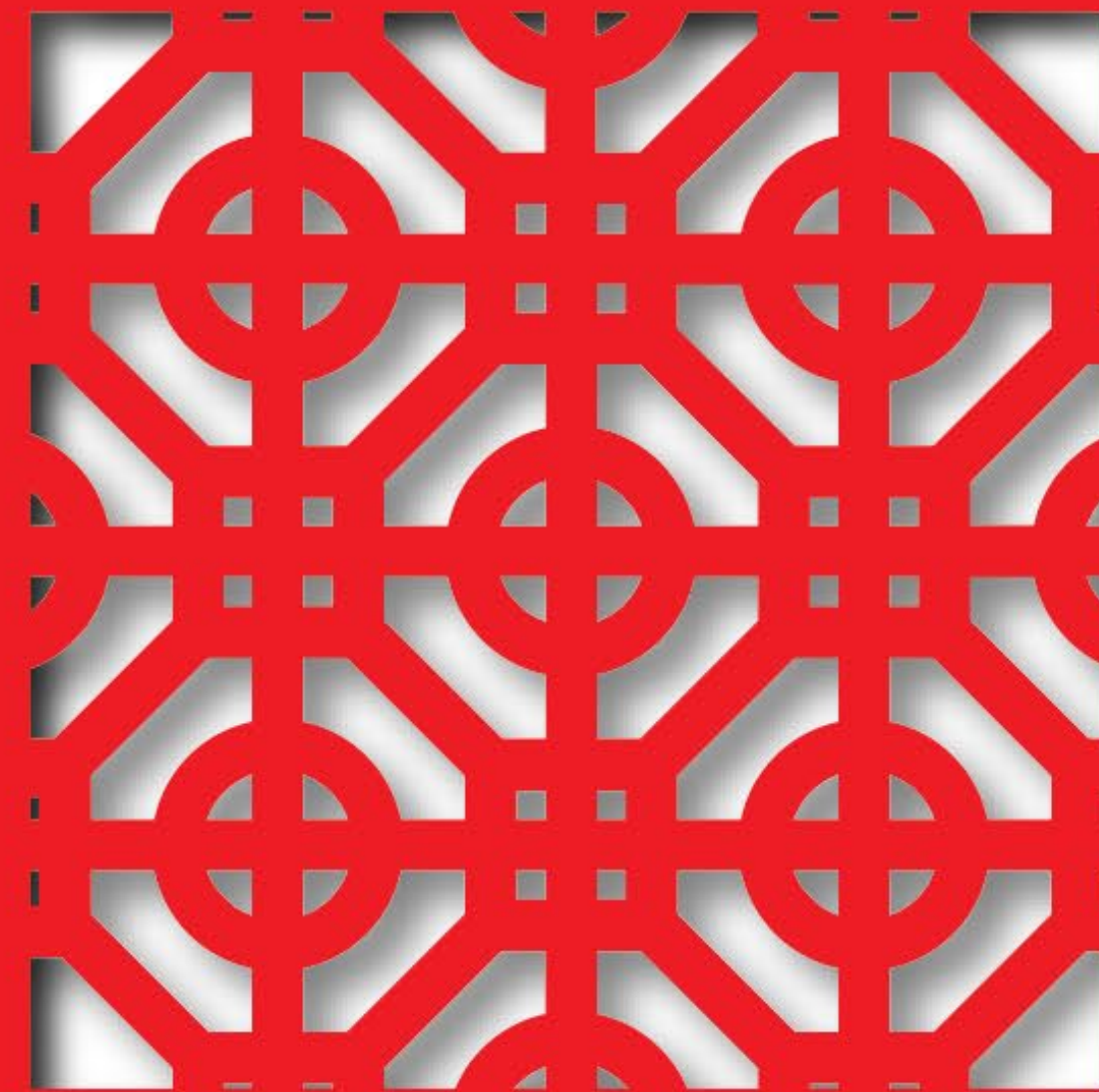
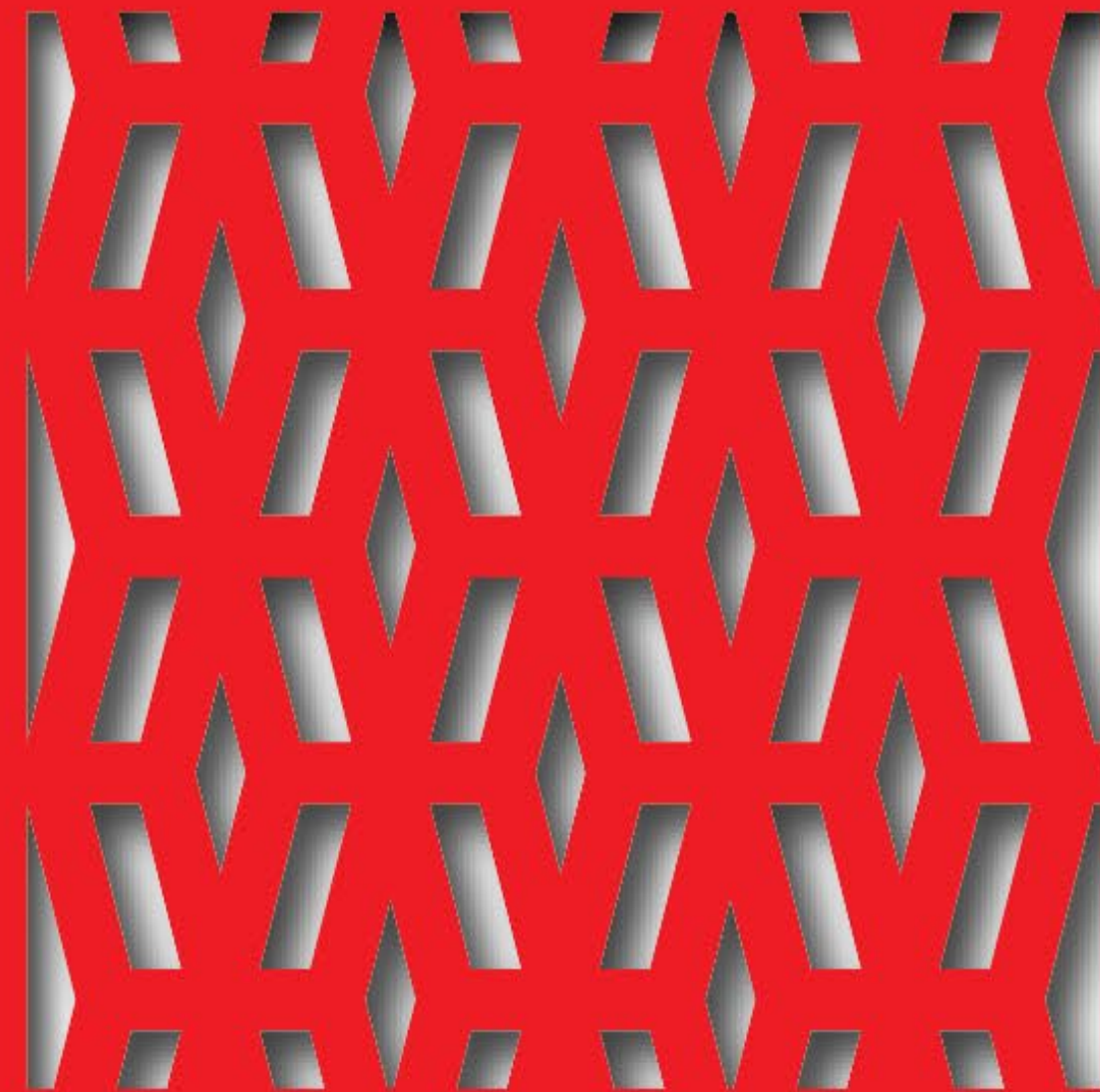
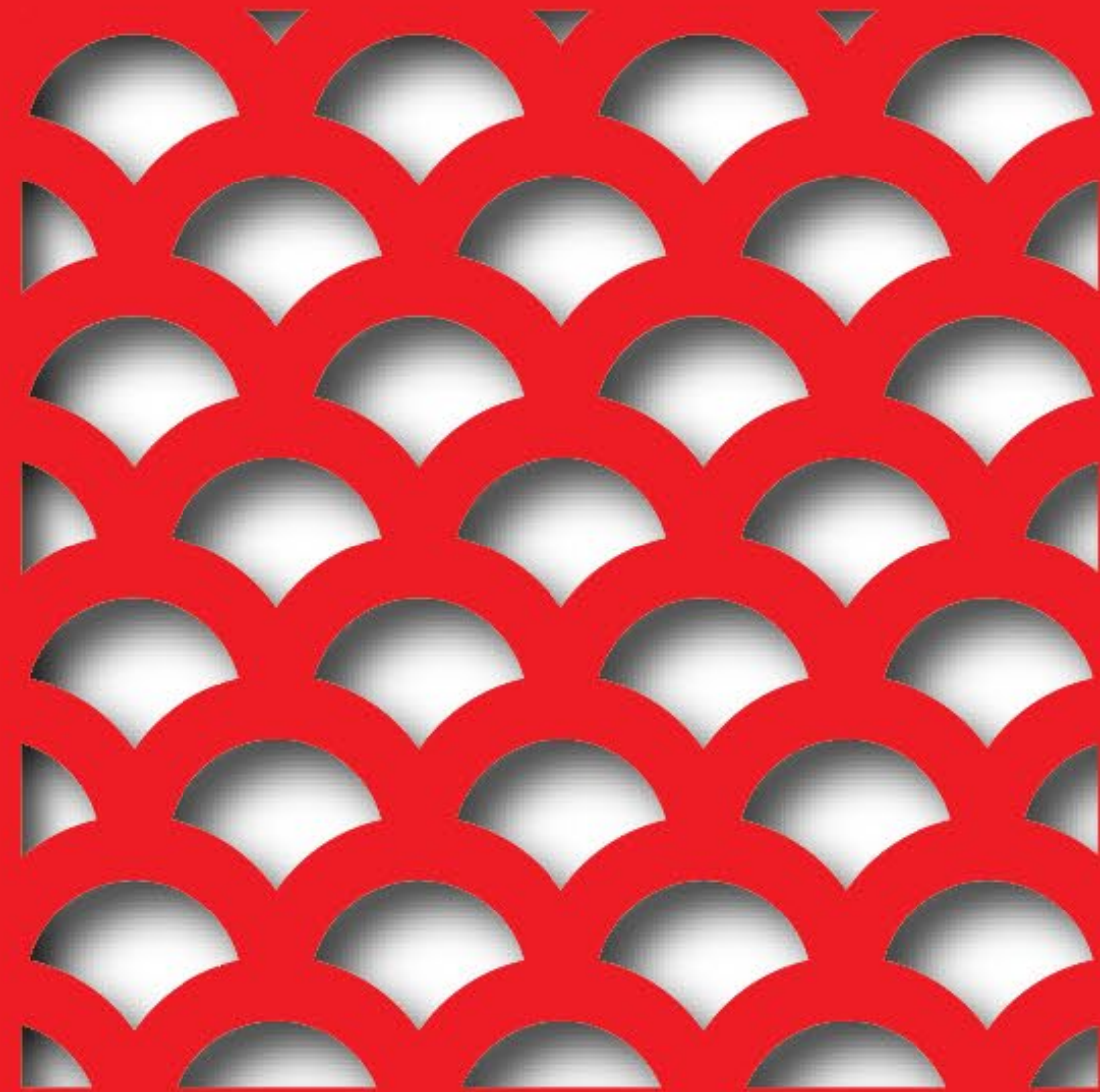






FENG

nice to meet you



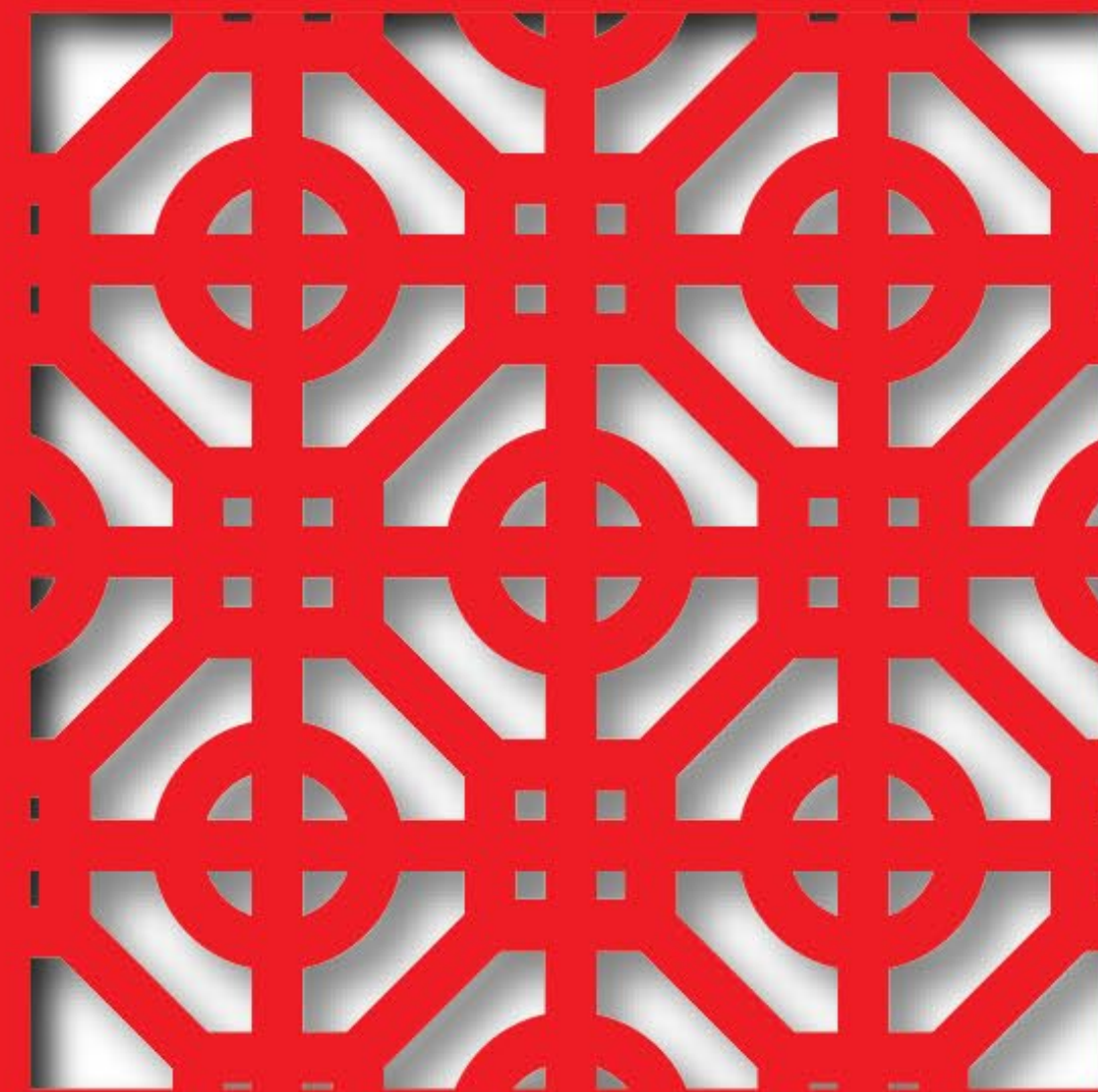
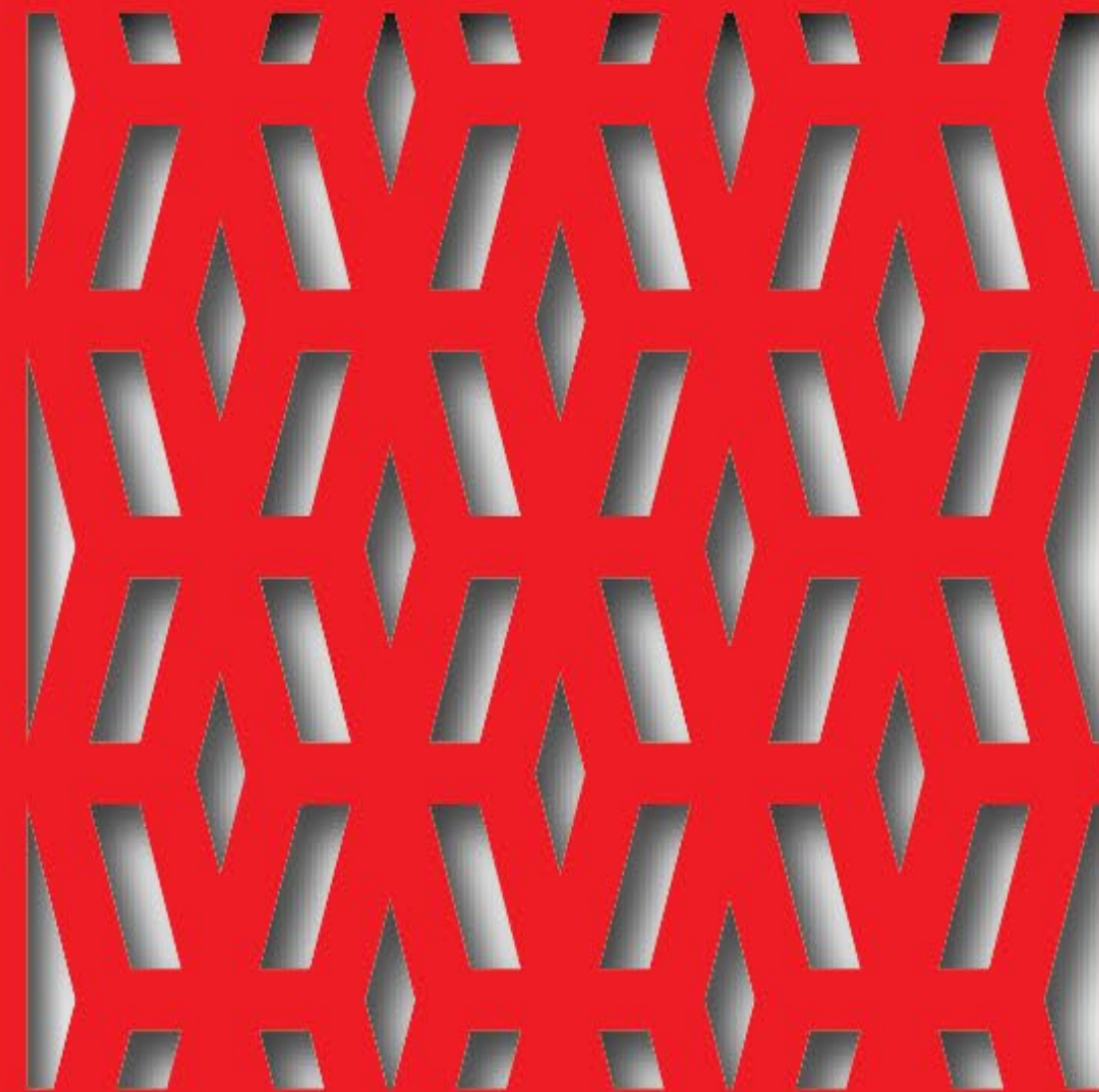
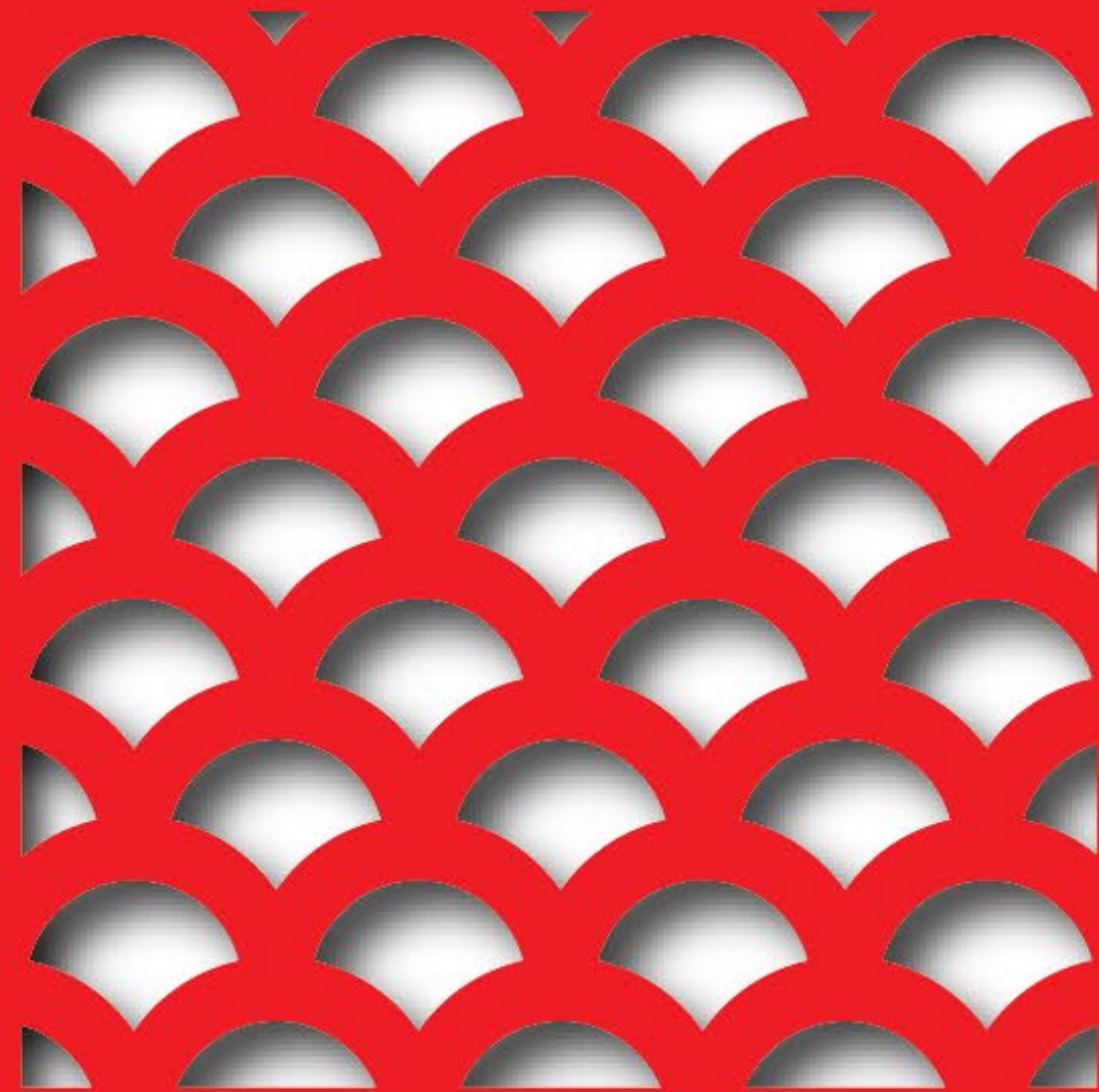
I'M DIANA FENG

graphic designer

415 509 5982

dianafeng2@icloud.com

www.dianawanerfeng.com



CHAITALI SHRIDHAR PAI

DESIGNER | VISUAL ARTIST
chaitalipai@yahoo.com | chaitalipai.com

CHAITALI SHRIDHAR PAI

DESIGNER | VISUAL ARTIST
chaitalipai@yahoo.com | chaitalipai.com

CHAITALI SHRIDHAR PAI

DESIGNER | VISUAL ARTIST
chaitalipai@yahoo.com | chaitalipai.com

CHAITALI SHRIDHAR PAI

DESIGNER | VISUAL ARTIST
chaitalipai@yahoo.com | chaitalipai.com

CHAITALI SHRIDHAR PAI

DESIGNER | VISUAL ARTIST
chaitalipai@yahoo.com | chaitalipai.com

10 POSTCARDS



These are part of a public service campaign consisting of 6 posters that focus on educating and helping migratory birds travel safely. Save our birds!

Postcard designed by JCRYLA
WEB <https://jcryla.framer.media/>



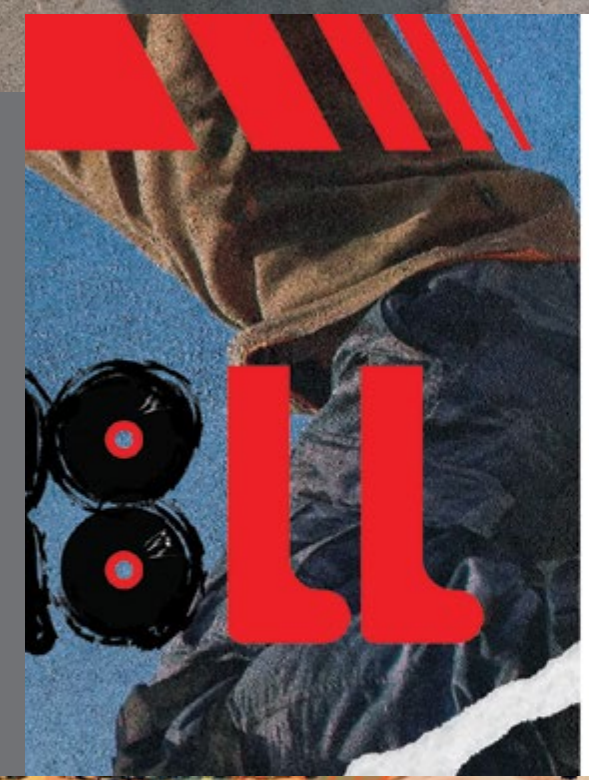
"Enter Naka" featuring Uchiwaka and Peaters from Okami. Original poster linked to a personal website about Japanese instruments in Okami's music.

Postcard design
WEB <https://jcryla.framer.media/>



An advertisign campaign for SEBA Skates. "Let's roll" is a common phrase, and I used textures for a grunge feel associated with skating youth.

Postcard designed by JCRYLA
WEB <https://jcryla.framer.media/>





**“Socks are
as important as
you shoes.”**

GQ